



# CEMC MEETING MINUTES

Friday, April 23, 2021 | 10:30 a.m. | via Zoom

## Meeting Minutes

### 1. Call to Order

Dr. Whalen called the meeting to order at 10:30 a.m.

### 2. Review and Approval of Agenda

Committee approved the agenda with minor adjustment to move item 5 to item 6. (Ho/Bodnar)

### 3. Review and Approval of Minutes of March 12, 2021

Committee approved minutes of March 12 (Ho/Bodnar), one abstention.

### 4. Latest Numbers

Dr. Whalen reporting: Shared Enrollment report (It was sent out by Dr. Orf earlier in the week).

The -16% has remained steady for the last couple of weeks. We've discussed how we might consider adjusting that number. We agreed to create an FTEF budget and look at it during CEMC meetings. For summer (43.28), fall (195.41), and spring (189.38), we have scheduled a total of 428.07 FTEF. We were allocated 451 from "the beauty sheet" so we did not schedule 22.93 FTEF. (We're spending less than we have in the past). When we reduced the schedule it is largely responsible for keeping us within the budget.

Mr. Samra discussed some data he ran last night. It shows that on an annual basis we are down by 7.7% (FTES) because we did really well in summer which lifted up our percentage. Chabot is down about 7.9% (FTES) if we remove the academy. If we look at how much FTEF produced this data, for LPC we dropped by 7%; Chabot by 4.5%. This is preliminary information.

#### Spring 21 as of April 19, 2021

FTES	2,636.80
FTEF	189.38
WSCH/FTEF	428.70
FTES/FTEF	13.92
Fill rate	79.68%
# of Pri Sec	779
-16.19%	

Discussion of PowerPoint shared at Chancellor's Cabinet – Student Enrollment Plans & Experiences with Online Learning, Spring 2021. Per Mr. Samra the information is from a survey administered at the beginning of the month.

The schedule reveals that we are offering what the students request in the survey.

## LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

## LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

## College Enrollment Mgmt. Committee

### Members Present (voting):

- Jeremiah Bodnar (voting)
- Rajeev Chopra (voting)
- Nan Ho (voting)
- Stuart McElderry (voting)
- Tamica Ward (voting)
- Kristina Whalen (Co-Chair)

### Members Present (non-voting):

- Erick Bell
- Dyrell Foster
- Amy Mattern
- Andrea Migliaccio
- Anette Raichbart
- Rajinder Samra
- Carolyn Scott

### Members Absent:

- Elizabeth David
- Thomas Orf (Co-Chair)
- Sarah Thompson (voting)

### Guests:

- Clay Ruppen, Niche

Review of what we have in our schedule:

Full Term Online Course Offerings: Asynchronous 42%; Synchronous 27%; Both 31%

Full Term Course Offerings (with in-person component): 271 sections

Late Start Online Offerings: 49 sections

Late Start Offerings (with in-person component): 24 sections

Fast Trach Online Offerings (with in-person component): 29 sections

Total sections with in person component: 324

Dr. Whalen later shared and discussed the detailed schedule report and how the desires of our students match what we are offering.

## 5. **Marketing Issues**

Dr. Whalen: Efforts on the way to let students know what we have to offer.

Introduction by Dr. Foster: Niche – Modern Enrollment Marketing presentation by Clay Ruppen.

Niche is the leading review and research platform for education.

Students are choosing Niche to conduct their research mostly due to social media presence and cellphone use. LPC's view will increase significantly when using Niche. Works with 600 colleges across the country, public and private, small and large.

- Initial cost: \$40K for 3-year contract.
- One approach to consider is to commit to one year to see how things go.
- Should be District-wide
- Sponsored links – compete against each other
- How does it become a tool for marketing classes, etc.

## 6. **Noncredit DE Instruction/Attendance Accounting and its impact**

(Not covered)

## 7. **Good of the Order**

Dean Mattern requested a copy of the schedule report when the schedule is sent out.

## 8. **Adjournment:** 12:00pm

## 9. **Next meeting:** May 14, 2021