



CEMC Meeting MINUTES

March 22, 2019 | 10:30 a.m. | Room 1687

Meeting Minutes

LPC Mission Statement

Las Positas College is an inclusive learning-centered institution providing educational opportunities and support for completion of students' transfer, degree, basic skills, career-technical, and retraining goals.

LPC Planning Priorities

- ❖ Establish regular and ongoing processes to implement best practices to meet ACCJC standards.
- ❖ Provide necessary institutional support for curriculum development and maintenance.
- ❖ Expand tutoring services to meet demand and support student success in Basic Skills, CTE, and Transfer courses.
- ❖ Coordinate available resources to address current and future professional development needs of faculty, classified professionals, and administrators in support of educational master plan goals.

CEMC Meeting

Members Present (voting):

Don Carlson (voting)
Rajeev Chopra (voting)
Ruth Hanna (voting)
Thomas Orf, Co-Chair
Sarah Thompson (voting)
Tamica Ward (voting)

Members Present (non-voting):

Roanna Bennie
Elizabeth David
William Garcia
LaVaughn Hart
Stuart McElderry
Andrea Migliaccio
Carolyn Scott

Members Absent:

Diane Brady
Nan Ho (voting)
Amir Law
Rajinder Samra

Visitors

Guisselle Nunez

1. Call to Order

Dr. Orf called the meeting to order at 10:35 a.m.

2. Review and Approval of Agenda

Committee approved the agenda (Hanna/David)

3. Review and Approval of Minutes of February 22, 2019

Committee approved the minutes (Hanna/Carlson)

4. What is Happening with Marketing at LPC

Ms. Guisselle Nunez from the District Public Information Office shared some updates regarding marketing for LPC. Marketing Plan Highlights for 2019-2020 documents were given as handouts to review (increased digital marketing, more movie theater ads, and more video content this coming year).

She reported that we are still getting the same types of results from our Google ads: popular consistent search words are LPC, Las Positas, Las Positas College, Class Web; most popular ads always have the word "transfer" in them. This is good so we will continue to use this wording. Once people are on the landing page, it still takes them 5 days to take an action. So we are looking to work with the webmaster to make more adjustments, perhaps add something on the landing page to make them click the "apply" button sooner; some things are working but we'd like to tweak others to make it tighter. Google builds an algorithm based on your key words – it takes 6 months. The algorithms have been effective for us.

We are using YouTube a lot more for ads. YouTube reaches our hardest to reach audience which are males 18-34 years old.

Student Survey fall 2018: Through the surveys we can learn what students are watching, where they shop, what (station) they are listening to, and their communication preference (how they want the school to talk to them). These have been most effective. But we want to prevent survey fatigue so we are limiting them for our students.

Online Focus Groups – Students liked the phrase "invest in you" so we will use it in the new campaign. The college has permission to use this messaging as well. Regarding the topic of "hold backs and motivators to graduation" one of the students' top choice was "messages from the college congratulating them on reaching academic milestones." For "missing motivators" students listed more counselors, more classes – more time, and more online classes. For Financial Aid Barriers students stated

they don't qualify, they are overwhelmed by the process, and it's hard to get. So some of these will be dealt with in our marketing plan. Ms. Nunez will email Ms. Scott the PowerPoint and other information so she can forward them to the committee.

5. Latest Numbers and Report from DEMC

Handout provided.

Ms. Hart reporting: By the end of the spring semester we should be up around 1% overall for the year; we are up 1.93% for spring semester; there will be a small amount of changes. The fill rate is a little low partly due to work experience classes going in as individual primary sections; but many only have 1 - 5 students in them, with caps of 30 to 60. Ms. Migliaccio stated that the caps can be changed if there is an approval to do so. IP Bennie asked Ms. Migliaccio to run a list of all these sections to be reviewed by the deans so that the caps might be adjusted. To update caps for spring, summer, and fall, Ms. Migliaccio would need to have revisions no later than next Friday, March 29. This will be reported out at the next meeting.

Fall 2018 as of 3/18/2019

FTES	3,339.54
FTEF	209.30
WSCH/FTEF	491.61
FTES/FTEF	15.96
Fill rate	86.78%
# of Pri Sec	903
	(up 0.24%)

Spring 2019 as of 3/18/2019

FTES	3,223.22
FTEF	201.12
WSCH/FTEF	494.18
FTES/FTEF	16.03
Fill rate	79.42%
# of Pri Sec	899
	(up 1.93%)

Ms. Thompson stated that at the last DEMC meeting she commented that it was very difficult to pull out data from two completely different reports. She requested that there be a streamlined one that compares data from CLPCCD on one page with terms of how those numbers were generated. Dr. Orf stated he spoke with (Jeff) and has determined that they will create a two columns page comparison of the colleges. It will be a snapshot. The old sheet will still be handed out but this one will be in addition to it.

Ms. Thompson stated that one of the challenges of DEMC is that there are members who want to continue to talk about things that are beyond the purview of the committee, and it's very problematic because they feel like they are being silenced. There was a recommendation to have joint DEMC/PBC meetings so they can express their opinions. Dr. Orf stated that this was okay as long as there is some room for strictly DEMC business.

IP Bennie stated that setting a non-credit target should be done at next meeting. She will advocate for it to play out for one year and let the rollback money pay the cost.

6. Good of the Order

None

Adjournment 12:00 p.m.

Next meeting: April 26, 2019, 10:30 a.m. – 12:00 p.m.