



College Enrollment Management Committee

April 14, 2017 | 10:30 a.m. | Room 1687

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.
- ❖ Develop processes to facilitate ongoing meaningful assessment of SLOs and integrate assessment of SLOs into college processes.
- ❖ Expand tutoring services to meet demand and support student success in Basic Skills, CTE, and Transfer courses.

CEMC

Members Present (voting):

Debbie Fields
Diane Brady
Don Carlson
LaVaughn Hart (Chair)
Amir Law (voting-sub today)
Don Miller
Thomas Orf

Members Present (non-voting):

Susan Cota
Nan Ho

Members Absent:

Roanna Bennie
Andrea Migliaccio
Barbara Morrissey
Sylvia Rodriguez
Barry Russell
Rajinder Samra
Lisa Weaver

Visitors:

None

Meeting Minutes

1. Call to Order: The meeting was called to order at 10:33 a.m.
2. Review and Approval of Agenda – MSC: Orf/Miller; committee approved the agenda.
3. Review and Approval of Minutes February 24, 2017 – MSC: Orf/Miller; committee approved the minutes.

4. Update 16/17 FTES data

Ms. Hart stated that we should end the semester at over 7200 FTES. The 157th Academy has been counted but is not reflected in this number because it went in after this information was collected. But the academy came in at 85 FTES. The second academy closes June 30 and should come in around 80 FTES. There is a concern about the academy that ends on June 30; our IT department will list it as a summer class; so we need to remember this as we look at summer 2017 and be aware as we start reporting our numbers in fall. The numbers might appear to be down.

Spring 17 as of 04/10/2017

FTES	3,056.00
FTEF	202.71
WSCH/FTEF	470.20
FTES/FTEF	15.05
Fill rate	84.80%
# of Pri Sec	852.00

LPC Enrollment Summary as of 4/10/17

Sum 16	718.27	
Fall 16	3,256.81	
Sp 17 w/academies**		3,217.00
Non credit	40.00	
Total FTES 16/17	7,232.08	
Total FTES Increase		246.57
Percent change	3.53%	
Percent change 3.53% over last year after we add in the academies		

5. Planning for 17/18

Ms. Hart stated that schedules are out for summer and fall and enrollment starts on April 18 for special groups; regular enrollment starts mid-May. Discipline plans have not yet been updated with the additions. We will have 3 academies close in 2017-18 (closing on October 16, February 9, and May 18).

A small portion of the last roll back funding of 104 FTES (which put our reporting for 15-16 to the State at 17,640), has been released through the BAM model. It amounted to about \$338,000 for this campus. We are not sure how this money will be used but hopefully there will be some available for enrollment, as we had a drop in this area in spring.

Committee comments regarding enrollment issues:

- We could provide certificate courses on the weekends
- Certificate cohorts could work; it is worth giving thought to
- We need good marketing
- We used to have robust evening courses; but they have dropped off.
- Evening seems to be the non-transfer/certificate student but there are traffic (commute) issues.
- Online courses used to be more popular
- We need to define what our evening could be; online seems to have become the evening for the working adult.
- We told adult learners to go away during the down turn and they did. We need to get them back.

6. Report on IEPI Follow-up Meeting 3/30/17

Ms. Hart informed the committee that the focus of the report was on enrollment management and outreach. She and Melissa Korber met with the IEPI group. Diane Brady met separately with them, as well as members of the classified staff. They were very complementary of our process and offered some suggestions:

- Include more data from previous years; put actuals right on the discipline plans
- Look at semester over semester retention data
- Need for better reporting tools
- Put headcount on reports

Ms. Hart had with her a copy of the binder that she had previously prepared for the Board. The group reviewed it and one member requested a copy. She stated that they seem to have a lot of respect for what we do here and realize we made good use of the funding.

7. Discussion of Low Productivity Concerns

Ms. Hart stated that VP Bennie was going to provide some discussion points on this topic but could not be in attendance today so we will put this on the agenda for our next meeting.

8. Marketing Efforts

The committee offered these highlights:

- CTE is holding career exploration day on May 3, 5-7 p.m.
- Majors Fair – next Tuesday
- Spotlight in June or July
- Mini push for late start – fast track 2 classes (flyers given out to Financial Aid, Counseling)
- Once VPSS in place, outreach will resume
- Use of TV screens in student services waiting area – messages travelling through; campus IT can program them but someone has to put in a work request
- Once the Director of Student Success and Equity is in place there will be more focus on outreach issues.
- Many ideas are not new; just not consistently done; have to continue to see the change.
- Give realtor offices class schedules because so many new people are moving to this area.
- Might be good to have Outreach Counselor (Mike Alvarez) come to our meetings.

9. Good of the Order

Ms. Hart reported in a previous meeting about how there seems to be a problem with reporting hours for work experience and internship. She has now documented the problem. It seems we are not claiming the full amount of hours for work experience student contact hours. She believes the courses have to be coded as positive attendance and the student hours have to be entered that way. We might need to go back for at least the last couple of semesters to fix this. Students have to sign a contract for this so the contract should show the details. Committee members commented and believe this issue is worth pursuing.

10. Adjournment at 11:37 a.m.

NOTE: Next meeting – April 28, 10:30 – noon