



CEMC Meeting Minutes

April 24, 2020 | 10:30 a.m. | via Zoom

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

- ❖ 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.

College Enrollment Mgmt. Committee

Members Present (voting):

Rajeev Chopra (voting)
Ruth Hanna (voting)
Nan Ho (voting)
Stuart McElderry (voting)
Thomas Orf (Co-Chair)
Sarah Thompson (voting)
Tamica Ward (voting)
Kristina Whalen (Co-Chair)

Members Present (non-voting):

William Garcia
Dyrell Foster
LaVaughn Hart
Amy Mattern
Andrea Migliaccio
Rajinder Samra
Carolyn Scott

Members Absent:

Elizabeth David
Anette Raichbart

Guests:

Guisselle Nunez/Mujeeb Chopra
Estella Sanchez

1. Call to Order

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

2. Review and Approval of Agenda

Committee approved the agenda by consensus with a couple of adjustments: Move Marketing to item 4, and add Student Survey Results to item 7.

3. Review and Approval of Minutes of March 13, 2020

Committee approved minutes (MSC: Ho/McElderry)

4. Marketing

Guisselle Nunez and Mujeeb Dadgar, District Public Information Office; handout shown.

Ms. Nunez shared information on what marketing is being done for summer and how the strategy has pivoted to respond to the new market need and our situation. More info is available to see and review by contacting the Public Information Office. As soon as this emergency (pandemic) happened in March we looked at all our tactics and revised all platforms that were not relevant under shelter in place. We've moved all those dollars and increased our digital marketing campaign. Our focus is recruitment and retention. We added more money to our retention efforts; we remind students how we are here to help, how to enroll, and about the many services that are available. Regarding Constant Contact, we use that, Zone email and personal email to send out marketing and promotions messages to our students. We also compliment that with social media. We have 3 new videos (retention, recruitment, displaced workers) being played in different live streaming venues. To help with general outreach, instead of mailing a post card to everyone and spending that money, we use the landing page and track IP addresses to send a postcard. That's the smart mailer campaign that we've added to the summer that we haven't done in the past. Next week we'll start to look at and analyze all the metrics; we will need the college to help us. Questions and discussion.

5. Latest Numbers

Ms. Hart reporting. Handout provided – enrollment report. Comparing to same time last year we are up a tiny bit, but its still very early. For fall 2020 we are down quite a bit but it's extremely early. For spring we are about 1.72% down overall for the entire year.

Spring 20 as of 4/20/2020

FTES	3,149.77
FTEF	206.88
WSCH/FTEF	458.75
FTES/FTEF	15.22
Fill rate	75.08%
# of Pri Sec	903
	-2.20%

Summer 20 as of 4/20/2020

FTES	87.43
FTEF	41.92
WSCH/FTEF	64.65
FTES/FTEF	2.09
Fill rate	13.28%
# of Pri Sec	176
	-2.55%

Fall 2020 as of 4/20/2020

FTES	247.08
FTEF	
WSCH/FTEF	
FTES/FTEF	
Fill rate	5.71%
# of Pri Sec	960
	-44.11%

6. Fall Transition Plan

VP Whalen: She and the deans are working on a fall transition plan. It's a labor intensive effort to go class by class for classes currently scheduled face-to-face to see what will happen to them in a distance education world, while simultaneously dealing with a state mandated project around a DE agenda. We are hoping to get an idea of what this will look like by May 8. We are also hoping to schedule the classes at the same time as face-to-face. There's a high probability that we will do the fall classes online, or at least some online. We might want to also have a "shadow schedule" of classes to represent how things will look if we bring back a selection of classes when its safe. Feedback is welcomed.

7. Disaggregated Analysis of XW Students and Student Survey Results

Mr. Samra discussed data concerning spring 2020 grades by discipline. He will email the report to everyone. This semester we'll give out about 23K grades; 517 XW's were given so far. This only represents two percent of the total. It's very little right now relative to the total that will eventually be given. Right now there's nothing alarming. And students are not dropping all of their classes. There was a request for demographics and a

concern that students aren't getting the message. They are not responding so more messaging might be needed. Working with faculty is key in terms of communication.

Mr. Samra also discussed the spring enrollment survey which was completed last week online. It went out to all students enrolled this spring and was also linked to the website. There was about 2000 responses. Generally, the responses were reflective to the demographics. Nine percent were already taking online courses. Almost two-thirds of the students have taken an online course in the past. 71% were extremely or very confident with Canvas. Two-thirds of the responders thought instructors were very effective in communication.

8. Good of the Order

Dean Ho stated we should review enrollment patterns that might necessitate us providing courses that students gravitate to. Dr. Orf stated that we have at least one more meeting so we can look at that in two weeks.

9. Adjournment: 12:00 p.m.

Next meeting: May 8, 2020 at 10:30 a.m.