



Enrollment Management Committee

1:00 pm - 3:00 pm on April 15, 2021

Zoom: <https://ccsf-edu.zoom.us/j/99989985203>

DRAFT MINUTES

Attending Members: Geisce Ly (Admin Co-Chair), Wynd Kaufmyn (Faculty Co-Chair), Erin Denney, Monika Liu, Carole Meagher, Chandra Edelstein, Aurelien Draï, and Luisangela Marcano Gonzalez

Resource Attendees: Pamela Mery, Lisa Cooper Wilkins, Darryl Dieter, and Rosie Zepeda

Alternate Attendees: Monique Pascual, Kit Dai, Steven Brown, Edgar Torres, Arlette Marcial, and Vaishali Jogi

Guests: John al-Amin, Joe Reyes, Tom Boegel, Colin Hall, Lillian Marrujo-Duck, Mandy Liang, Leslie Simon, Wendy Miller, and Simon Hanson

Spring 2021 Future Meeting Date: 1 – 3 pm on May 20

No.	Item	Discussion/Outcomes	Follow up/Individual Responsible
1.	Welcome	Geisce and Wynd welcomed members	
2.	Approve March 18, 2021 Minutes	MSP: Approval of the minutes is tabled until May. Carole will listen to the recording to suggest additional information to be added.	
3.	Approve Agenda	Approved as modified with VC Boegel’s item moved up.	
4.	Recommendations on Refinement of Instructional Budgets	<ul style="list-style-type: none"> VC Boegel shared that the department chairs and deans are working on the instructional budgets based on what they were given in February. These budgets were predicated on a level of concessions. Fall registration will be pushed back to May 24th. This gives chairs and the Office of Instruction adequate time to make modifications. Discussions continuing between District and AFT. Based on the result of those discussion, the instructional budgets may change. If there are additional FTE for Fall 2021, how would EMC suggest it be spent. Discussion: Other community colleges have published schedules. What is still uncertain? Nothing has been presented to the unions. Will we have a schedule by May 24th. 	Suggestion to add a link on the website letting students know when the schedule will be posted- VC Boegel will make that happen.

		<ul style="list-style-type: none"> • VC Boegel is mindful that the District is engaged in impact bargaining with AFT. The details are not appropriate to discuss away from the bargaining table. He is hopeful that the initial instructional budgets can be held but that is dependent on concessions. We want to publish a schedule that we can stand behind and afford. The schedule is due in Courseleaf tomorrow. VC Boegel explained that the District sunshined in Nov/Dec 2020. Emphasis is on publishing an accurate schedule. The decision to pushback the registration date was in consultation with VC Cooper Wilkins-not taken lightly. • Discussion: AFT has not sunshined. Negotiations are impact. Next Board Meeting is April 29th. Waiting until May 24th for registration is late. Why can other Colleges put their schedules up sooner? Why is registration so late? We won't have any more information than we have now. Several members expressed concerns about moving the registration date back. Others emphasized wanting to publish a schedule with few errors. Observation that it is looking like a lot of decisions are not going to be made, 163 lay-offs will happen leading to a chain of events including one-sided cuts and retirements. • Frisco Day is moved to May 26th 	
5.	Higher Ed Emergency Relief Funding (American Recovery Act)	<ul style="list-style-type: none"> • Wynd recommends offering small in-person classes in the fall using HEERF. The HEERF funding can be used to bring back students to in-person. Certain students benefit from being in the in-person classroom. • Discussion: Various groups are looking at how the money can be spent. Suggestion that these other groups are included in the discussion. There are a lot of factors that need to be thought about such as cleaning the classrooms-we have funds to make it safe but there are several other groups that need to be involved including AFT and faculty wanting to come back. There is a varying degree of readiness in going back from K-12 and higher education. More information is needed before making a recommendation such as departments needing a R2C plan. • New international students are not allowed to come to the US to study unless they can prove that they are enrolled in one in-person class. 	MSP: The Enrollment Management Committee recommends to the PGC or the decision-making committee for HEERF, that the College prioritize using funding to increase FTES within the allowable guidelines of the funding restrictions, including bringing students back to the face-to-face environment.

		<ul style="list-style-type: none"> • Some students don't have the resources to study remotely including access to the internet and a computer. Suggestion is to take that into consideration including efficient use of classrooms • Question about publishing the schedule in parts. The concern is that students might think that was the entire schedule. Question about legal requirements around publishing the schedule. 	
6.	Marketing Strategies Ad Hoc Committee Update	<ul style="list-style-type: none"> • The #CCSF alumni campaign is on social media and seeing success. • They are responding and creating new resources/videos that came out of the College Scheduler sessions done by A&R (materials will be in multiple languages). The work group is continuing their work on marketing materials and campaigns including reviewing data analytics for the campaigns and the website. • There should be an update about the postcard campaign in a few weeks. It has been discussed at Cabinet. It could be modified or segmented, depending on funding, breadth of outreach and targeted campaigns. • In collaboration with NC ESL faculty, identified 50 communities with the infrastructure to market to in partnership. Narrowing the list to 10. Doing phone outreach. 	
7.	Data & Overall Enrollment Goal Ad Hoc Committee Update	<ul style="list-style-type: none"> • Update from Pam, Joe, and Erin. Looking at demand and fill rates over time, as they relate to specific departments is an extension of the work started in October, and was given to the department chairs. The focus is on helping chairs manage enrollment that will roll out to EMC. • Need a way to look at trends in types of programs/types of courses in order to make predictions. Do we look at census, the week before census? • Equity has been a focus and how to bring it into the conversation. • Discussion: The <i>goal</i> for City College is to provide educational opportunities for all those who can benefit. Concern is that we have to manage the amount of offerings based on our budget. The word goal is misleading because it looks like that is all we want to offer but that's not true. Wynd is suggesting a different framework and is proposing a different goal. She is suggesting caps, limits, and concessions. 	

		<ul style="list-style-type: none"> • Many aspects to the schedule, especially CTE, much work goes into it including that the departments have to follow advisory committees, write/approve COR, CCCCCO, etc. That is not calculated into the cost. There is a disconnect. Need data from Research and Planning about course sequencing/offering. An EMC goal is that we recommend offering courses to complete the programs that we have agreed to offer to the citizen of SF. Structural problem in the budget. College paid people to do the work-let the data reflect that work. • Suggestion that the work group is called the Data Analysis Committee. • Businesses look at their demand and figure out how to meet those needs. We should be driven by demand. After the lay-offs there will be a cost structure that demands 40-50 students per class in order to break even, bringing more turmoil. We are looking at the wrong data and not holistically. • The work group looks at fill rate as a measure of demand. It is used to look at what is offered and what the community needs, programmatically. Pam explained that the group is building the infrastructure. What people want and what they do, is a balance. 	
8.	Student Support Strategies Ad Hoc Committee Update	<ul style="list-style-type: none"> • Update from VC Cooper Wilkins: Group met last Thursday. Acknowledged the overall topics that the group is tackling. The work will continue through May of next year. Inviting Pam and Kristin to think how the intersection of the groups work with other efforts that are happening throughout the college including collegewide plans. April 22nd will go from 9:30-11:30 to do a deep dive into registration. • The technology groups (Cynthia and Ellen) promoted the Listen and Learn Sessions to learn more about the Registration System (over 200 attendees). Demo of one texting software. Each group has no more than 3 SMART goals. • The student engagement plan work group showed a video with their updates including a focus on CBO outreach to identified populations. Come up with specific strategies to reengage students. • The re-boarding work group has identified an internal referral system to connect 	20 minutes

		<p>students with a broader number of services, how to improve the student experience, identify a common language (plain talk</p> <ul style="list-style-type: none"> • The resources work group (Wendy and Arlette) will serve to support the other work groups. • The overall goal is for there to be a presentation outlining each work groups efforts at the April Board Meeting. 	
9.	Future Agenda Items	Reminder about the May meeting.	5 minutes

The meeting ended at 3:01 pm.

Respectfully submitted by Cynthia Dewar

