

**Enrollment Management Committee
Thursday, February 1, 2018 2:15 p.m. – 3:45 p.m.
College Services Building Conference Room**

MINUTES

Attendees: Ida Blaine, Donna Accardo, Mariana Castellanos, Doreen Clay, Mary Anne Gavarra-Oh, William Marmolejo, Margarita Pillado (via telephone), Sunday Salter, Candy Van, Jose Vargas, Abigail Watson, and Amari Williams

Attending Guests: Denis Pra, and David Valentino

No.	Item	Presenter
1.	Call to Order — The meeting was called to order at 2:27 pm.	Gavarra-Oh
2.	Approval of Agenda — S. Salter asked for a motion to approve the agenda; D. Clay so moved and M. Marmolejo seconded; the agenda was approved by acclamation.	Salter
3.	Approval of November 2, 2017 Minutes — S. Salter asked if there were any corrections or additions to the November 2 nd minutes; none were offered. D. Clay motioned to approve the minutes, D. Accardo seconded; the minutes were approved by acclamation.	Salter
4.	<p>Plan for Enrollment Management (PEM) Goals Task Force and Enrollment Barriers Task Force Reporting — S. Salter and M. Gavarra-Oh explained that two groups have met independently and have begun work. They further explained that, in the case of the PEM, they have only updated about half way through the 13 goals; however, there is a lot more work to be done. They shared that it is their belief that the PEM has too many goals; so, they suggested to the committee, that a mini task force be created to refine the goals in order to make them more manageable. It is their contention that a smaller task force could work faster and more efficiently; they, therefore, asked for the committee’s approval to move forward with this plan. All were in agreement.</p> <p>It was then decided that the mini task force would consist of the following people: Sunday Salter, Mary Anne Gavarra-Oh,</p>	Gavarra-Oh /Salter

<p>Margarita Pillado, Amari Williams, Donna Accardo, and Jose Vargas. The task force will communicate soon after today's meeting in order to determine a meeting time and location.</p> <p>Next, S. Salter recapped what took place in the Barriers Task Force meeting just prior to today's EMC meeting. She explained that the task force had discussed the first few topics of the Enrollment Barriers Survey responses and suggestions; Website, Communications to Students, Applying to Pierce, and Admissions. She mentioned that the committee had come up with a few ideas based on the results, but focused on the 'Pierce Pop Up' that was going on all day (9am to 4pm) on campus.</p> <p>She mentioned that the idea of the Pop up was brought to the attention of the committee by M. Gavarra-Oh who had noticed the success of a similar event at LAMC; so, last Friday, a few members of the committee met and decided to try to put this idea into action. S. Salter credited W. Marmolejo for having put it all together so quickly and asked him to explain further.</p> <p>W. Marmolejo explained that it was truly a group effort; he said that a week earlier he was contacted by the committee and asked if something could be put together for the week prior to Spring semester to help boost enrollment. The whole purpose being to help students who are having issues to get enrolled in classes; many students are having issues with the SIS login, holds, financial aid, etc.</p> <p>He explained that they were able to get reps from Admissions, Business Office, Counseling, Financial Aid, and IT all gathered in one area to assist students through the registration process. He mentioned that D. Clay blasted the event all over social media (Facebook, Twitter, Instagram, etc.) in order to get the word out to students.</p> <p>He said they will look at the numbers over the next few days to measure the success; but, he stated that this is something they are looking to repeat for future semesters.</p>	
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5.	<p>LACCD Enrollment Survey — M. Gavarra-Oh stated that this should have been titled Enrollment Strategies Plan. She passed around the 2018-2019 Enrollment Strategies Plan and went on to say that at the November meeting, S. Berger had asked the committee for ideas and strategies for some of the areas in the original 8-page document; the District has revised the format of the plan and it is now a 3-page document.</p> <p>She went on to say that S. Berger could not be here today to discuss the new plan; but she would like the committee to review it to see how it aligns with our goals for enrollment management.</p>	Gavarra-Oh
6.	<p>Distance Education — W. Bass-Keer explained that she is here to discuss Pierce’s success and retention in Distance Education and the services D.E. offers; also, about some changes to the program to help make it more successful. She passed around the Success, Retention, and Persistence Rates for the District; stating that; right now Pierce has the lowest success rate.</p> <p>She continued that part of the reason for this is due to the old mindset that students are responsible to drop themselves if they stop coming to class; but now, due to financial aid issues, instructors are supposed to drop/exclude inactive students. This new philosophy, however, has not been fully embraced by much of the Pierce faculty; therefore, the success rate is adversely affected. Once instructors make it a practice to drop inactive students, the success rate in online classes will go up much higher.</p> <p>She mentioned another issue is that a lot of the D.E. instructors are not full-time instructors; often some department chairs will assign online classes to adjunct instructors that they feel are not as good – not realizing that being an online instructor is more difficult than being an in-class instructor. She continued that they have been trying to encourage more full-time faculty to become D.E. certified; and, she said, it seems that more full-time faculty are becoming open to the idea of teaching online.</p> <p>This is not to say that adjunct faculty are not good instructors; she said many of the more successful online classes are taught by adjuncts. But, she continued, a big issue with adjuncts is that many are not aware of all the resources available to them. About half of the D.E. instructors do not have a pierce college email; so, they use their LAVC, LACC, or whatever email account which she is unable to access. Therefore, when she emails</p>	Bass-Keer

resource or workshop information to All Users, those who do not have Pierce College email do not receive the information and are disadvantaged. She did say that some chairs will forward the information to their adjuncts, but not always. Instructors are all supposed to have an LACCD email (@faculty.laccd) but she said she does not have access to that list serve, nor does she know who does have access to it.

Moving on to the next page of her handout, she pointed out that several departments (Business, Photography, Economics, and Psychology) are showing higher student success rates with D.E. classes over Non D.E. And, she said that for many students, the flexibility of online classes is crucial to their lifestyle; often online education is necessary or desirable due to family commitments, disabilities, work schedules, etc. She added that D.E. is Equity; it offers a chance to those who cannot physically come to school to get an education.

She stated that online education is not necessarily for everyone; but, we still need offer the choice to the students. She pointed out the research showing that in Spring 2017, 920 of Pierce students left us to go to other campuses in order to take online courses; this is lost funding for Pierce.

She went on to say that the Strategic Master Plan states that we are going to increase Distance Education; but, so far there is no actual plan showing just how we are going to increase it. One major problem is that there are many students trying to transfer or get an AA degree; and, since we do not offer that online, we are losing those students. She stressed that this is something we really need to consider offering soon because the *Online College* is coming and we are going to lose even more students; and, we may not get them back.

W. Bass-Keer continued stating that Pierce College is very committed to online education. Pierce has three full-time employees to assist faculty and students five days a week and they offer workshops twice a week. She then briefly described various Canvas resources available to faculty and students (see handout).

She then passed around a copy of the Online Course Review Checklist that, once approved by Senate, will help instructors to analyze their classes and design them to help students to be more successful.

<p>7.</p>	<p>Online IGETC — W. Bass-Keer then referred to the IGETC 2017-2018 Intersegmental General Education Transfer Curriculum form (see handout). The yellow highlighted classes are already offered online; the blue highlighted areas are areas that need online offerings – 1A-English Composition, 1C-Oral Communication, 5C-Laboratory Science Requirement.</p> <p>M. Gavarra-Oh stated that we now have an Oral Communications component online; Communication Studies 121 taught by Sally Kassamanian.</p> <p>D. Accardo asked M. Pillado how long it would take Curriculum to approve a fully online English 101; she responded that, once the COR's are updated to include the online component and an online proposal is drafted, it should only take one meeting of the Curriculum Committee to review and approve.</p> <p>W. Bass-Keer stated that in Spring 2017, 1071 online classes were taken by Pierce students at one of our sister campuses; this number does not include students who may have taken online courses at campuses outside of our district.</p> <p>She mentioned that beginning in the Fall, Pierce will be part of the Online Education Initiative (OEI) Exchange, which means that for any of our students who take classes listed in the exchange at any California Community College, we will accept those classes as part of the exchange. So far the exchange classes we accept include Child Development, Economics, and Psychology; but other areas will be added in the future.</p> <p>She wrapped stating that there are some departments, such as ASL, that are all but ready to go online; they just need a little support. On the other hand, she said, the Math Department is very resistant; and, we are going to lose students other colleges such as PCC, which offers several math courses online.</p>	<p>Salter</p>
<p>8.</p>	<p>Spring 2018 Enrollment — M. Gavarra-Oh quickly referred to the Day '-6' Credit Enrollment Comparison (Tuesday, 1/30/18). Pierce 'Enrollment' is only at 89% of Spring 2017. The only college above Pierce is LAMC, which is at 95%; ITV is only at 69%.</p> <p>She mentioned that Pierce is projected to be in a deficit of about \$1.3 million; this hasn't happened since the early 2000's.</p>	<p>Gavarra-Oh</p>

9.	<p>Guided Pathways — M. Marmolejo explained that the college must complete certain requirements in order to receive funds for Guided Pathways; Pierce College has already completed the <i>Self-Assessment</i> and is now in the process of completing its <i>One and a Half-Year Plan</i>. He continued stating that one of the categories of this plan is the <i>Integrated Planning</i>; therefore, he would like EMC to form a small task force to discuss the plan and articulate just how EMC is going to help with the planning process. He also stated that the plan needs to be submitted by the end of the month.</p> <p>M. Gavarra-Oh stated that because the plan is due by the end of the February, the task force will have to meet and report to the group via email since the next regular EMC meeting would be after the deadline. After some discussion, it was agreed that the task force would consist of the following members: M. Pillado, W. Marmolejo, E. Tchertchian, D. Accardo, Jose Vargas, S. Salter, and M. Gavarra-Oh.</p>	Marmolejo
10.	<p>Website Redesign — S. Salter motioned that this Item and Item 12 be tabled to the next meeting due to the lack of time; she also moved to extend the meeting 5 to 10 minutes in order to cover Item 11. All agreed.</p>	Clay
11.	<p>Advanced Classes — M. Pillado asked the committee take another look at the recommendation on the Advance Classes issue so it can be moved forward. She asked that we clarify what ‘filled’ means in EMC’s recommendation on Advance Class offerings from our October 5, 2017 meeting. EMC’s Advance Class recommendation was as follows:</p> <p style="padding-left: 40px;">If a department schedules more than one Advance Course section, then all sections must hit the 15 student minimum level; otherwise, the additional sections will be cancelled and those students (if possible) will be funneled into the one section still open. If, however, there are multiple sections and all are filled except for one; then, that one section can be at the lower student count of at least 8 students.</p> <p>After some discussion; it was agreed that the word ‘filled’ means 100% filled. The recommendation will be revised to state ‘100% filled’.</p>	Pillado

	<p>M. Pillado also asked if the recommendation could be tailored more toward the Math Department, since Math is the department that generally schedules multiple Advance Classes.</p> <p>S. Salter asked if we could, therefore, table this to the next meeting since we don't have the Math Department represented today; also to allow time to gather data from on past Advance Class offerings. All agreed.</p>	
12.	<p>Advertising Strategies — (tabled to the March meeting)</p> <p>a. Student Brahma Art Project</p> <p>b. LACCD Brochures</p>	Gavarrá-Oh /Salter
13.	<p>Adjournment — The meeting was adjourned at 3:58 pm.</p>	Salter

EMC Meeting Dates:

2017	2018
Aug 3, Sept 7, Oct 5, Nov 2, Nov 30	Feb 1, Mar 1, Apr 4, May 3