

OFFICE OF THE VICE CHANCELLOR EDUCATIONAL SERVICES & STRATEGIC PLANNING

District Enrollment Management Committee

Thursday, March 9, 2023

Zoom

3:00 pm – 5:00 pm

MEETING MINUTES

Meeting called to order: 3:01 pm

Present: Esmeralda Abejar, John Adkins, AnnaMarie Amezquita, Majd Askar, Melissa Bader, Quinton Bemiller, Peggy Campo, Michael Collins, Thomas Cruz-Soto, Torria Davis, Mark DeAsis, Felipe Galicia, Mark Figueroa, John Geraghty, Elizabeth Hilton, Jake Kevari, Sandra Martinez, Wendy McEwen, Susan Mills, Jason Parks, Juan Carlos Ponce, Michael Peterson, Phillip Rawlings, Jeff Rhyne, Kathleen Sell, Kevin Stewart, Christopher Sweeten, Kaneesha Tarrant, Liz Tatum, Kyla Teufel, David Torres, Daniel Villanueva, Tom Vitzelio, Lynn Wright, Lijuan Zhai

Absent: Raj Bajaj, Kimberly Bell, Christopher Blackmore, Aaron Brown, Chris Clarke, Jamie Clifton, Kristine DiMemmo, Deanna Murrell, Mark Sellick

I. Approval of Agenda & Minutes

a. Approval of March 9, 2023 Agenda: First: Jeff Rhyne, **Second:** Michael Peterson; Approved unanimously, No abstentions

b. Approval of November 10, 2022 Minutes: First: Michael Peterson, **Second:** Jeff Rhyne; Approved unanimously, No abstentions

II. FTES Update

Associate Vice Chancellor Lijuan Zhai presented the FTES projection for 22-23. Our target is 29,117 FTES, and our projected FTES is 26,810 which is around 92% of our total target. We are currently around 2,307 FTES below our target. Compared to last year, we have around 8% growth this year. We expect to meet and/or exceed our target FTES for non-residents. With the combination of resident and non-resident FTES, we expect to achieve 92.3% of our target FTES.

Resident Credit FTES Projections for 2022-23 (as of 3/7/2023)

Semester	Target	Enrolled or Projected	Difference	% of Target	Last Year (21-22) P3 Reported	Change from last year	% Change: 2022-23 vs.2021-22
Summer 2022	2,798	2,286	-512.0	81.7%	2,534	-248	-10%
Fall 2022	12,288	11,496	-792.0	93.6%	10,846	650	6%
Winter 2023	2,594	2,528	-66.0	97.5%	2,233	295	13%
Spring 2023	11,437	10,500 *	-937.0	91.8%	9,167	1,333	15%
Total	29,117	26,810	-2307.0	92.1%	24,780	2,030	8%

*Spring 2023 as of 3/7/23

College	Resident (estimated)			NonResident (estimated)			Total	
	Resident Credit FTES Target	Enrolled Resident Credit FTES	% of Target Achieved	NonResident Credit FTES Target	Enrolled NonResident Credit FTES	% of Target Achieved	Total Enrolled FTES	% of Target Achieved
RCC	6,254.94	5,895.97	94.3%	106.68	114.19	107.0%	6,010.16	94.5%
NC	2,587.90	2,501.02	96.6%	49.17	48.44	98.5%	2,549.46	96.7%
MVC	2,594.49	2,123.81	81.9%	28.68	41.13	143.4%	2,164.94	82.5%
Total	11,437.33	10,520.79	92.0%	184.53	203.77	110.4%	10,724.56	92.3%

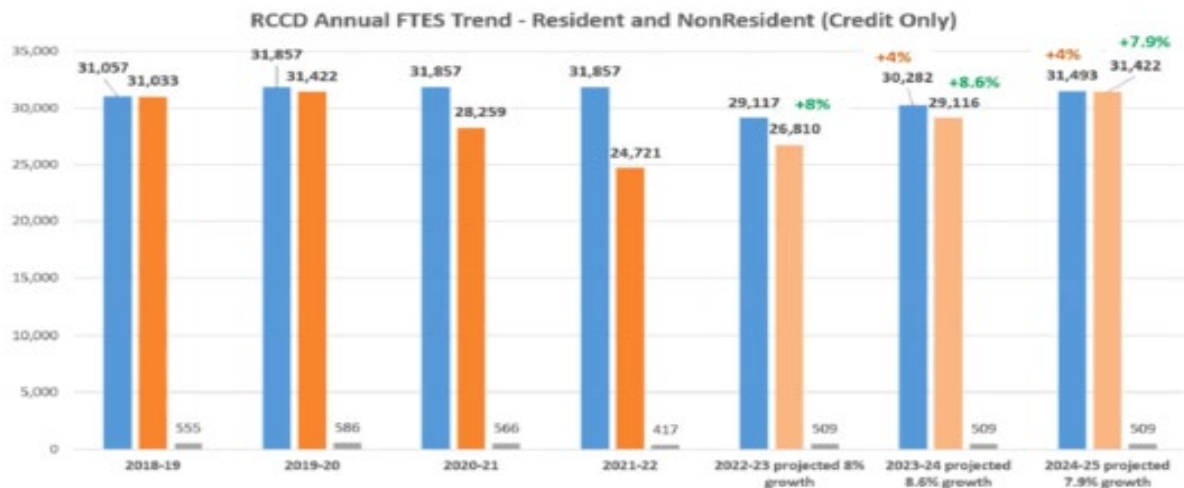
III. FTES target for 2023-24 and 2024-25

Associate Vice Chancellor Lijuan Zhai presented the target FTES for 2023-24 and 2024-25. For the next 2 academic years, we would like to grow our FTES back to our peak level in 2019-20. We added 4% in our target FTES for 2023-24 to 30,282 FTES, and added another 4% in our target FTES for 2024-25 to 31,493 FTES. These are our targets district wide for the next 2 years. To achieve our targeted FTES, we need to grow 8% in 2023-24, and another 8% in 2024-25.

2023-24 and 2024-25 FTES Targets (as of 3/7/2023)

2022-23 Target (5 year average)

Academic Year	RCCD Target for 2022-23 (credit resident FTES)					% of Annual (% will be applied to distribute target)			
	Term	MOV	NOR	RIV	RCCD	MOV%	NOR%	RIV%	RCCD%
2022-23	22SUM	593.17	588.67	1615.90	2797.74	9.2%	8.8%	10.1%	9.6%
2022-23	22FAL	2695.07	2963.56	6628.96	12287.59	41.8%	44.3%	41.5%	42.2%
2022-23	23WIN	564.80	544.80	1484.75	2594.35	8.8%	8.1%	9.3%	8.9%
2022-23	23SPR	2594.49	2587.90	6254.94	11437.33	40.2%	38.7%	39.1%	39.3%
TOTAL RCCD		6447.53	6684.92	15984.56	29117.01	100.0%	100.0%	100.0%	100.0%
% of RCCD Total		22.1%	23.0%	54.9%					



Dr. Zhai also gave the breakdown of targeted FTES by college and semester:

College	2023-24 Target: Apply 2022-23 Target %							Difference from 2022-23 target
	2022-23 Target%	Apply 2022-23 Target%	23SUM	23FAL	24WIN	24SPR	Total RCCD	
MOV	22.1%	6,705.50	616.90	2,802.90	587.40	2,698.30	6,705.50	257.97
NOR	23.0%	6,952.39	612.22	3,082.13	566.60	2,691.44	6,952.39	267.47
RIV	54.9%	16,624.11	1,680.56	6,894.19	1,544.16	6,505.21	16,624.11	639.55
RCCD	100.0%	30,282.00	2,909.68	12,779.22	2,698.16	11,894.94	30,282.00	1,164.99
% of Annual			9.6%	42.2%	8.9%	39.3%	100.0%	

College	2024-25 Target: Apply 2022-23 Target %							Difference from 2022-23 target
	2022-23 Target%	Apply 2022-23 Target%	24SUM	24FAL	25WIN	25SPR	Total RCCD	
MOV	22.1%	6,973.66	641.57	2,914.99	610.89	2,806.20	6,973.66	526.13
NOR	23.0%	7,230.42	636.71	3,205.39	589.26	2,799.07	7,230.42	545.50
RIV	54.9%	17,288.92	1,747.76	7,169.89	1,605.91	6,765.36	17,288.92	1,304.36
RCCD	100.0%	31,493.00	3,026.04	13,290.27	2,806.06	12,370.63	31,493.00	2,375.99
% of Annual			9.6%	42.2%	8.9%	39.3%	100.0%	

Academic Year	RCCD Target for Non-resident FTES)				
	Term	MOV	NOR	RIV	RCCD
2023-24	23SUM	11.64	11.56	31.20	54.40
2023-24	23FAL	41.78	61.22	125.08	228.08
2023-24	24WIN	9.76	9.27	23.46	42.49
2023-24	24SPR	28.68	49.17	106.68	184.53
TOTAL RCCD		91.85	131.21	286.42	509.49
% of RCCD Total		18.0%	25.8%	56.2%	

Motion to accept FTES target for 2023-24 and 2024-45 as presented:
First: Peggy Campo, **Second:** AnnaMarie Amezquita. Motion carried with 2 abstentions (Wendy McEwen and Jeff Rhyne).

IV. Noncredit Survey Responses & Demographics

Executive Director Michael Peterson presented that we have record number of enrollments in career and professional noncredit for the past Fall, Winter, and Spring. Winter 23 outperformed Winter 22 by 92%. Winter 23 outperformed former all-time high (Winter 21) by 59%. Spring 23 outperformed Spring 22 by 260%. Spring 23 outperformed former all-time high (Spring 21) by 48%. ESL enrollment has increased by 195% since Spring 22. There is a 400% increase in completed noncredit certificates from Fall 21 to Fall 22. More people are taking noncredit courses and completing their certificates in our colleges.

The most popular noncredit courses students inquired about are: #1 Accounting Basics for Small Business, #2 English as a Second Language (ESL), #3 Microsoft Office Specialist, #4 Social Media for Small business, #5 Financial Literacy. Sections with the highest enrollments for Spring 23 are: #1 ACC 801 at Norco, #2 ACC 802 at Norco, #3 ACC 803 at Norco, #4 CIS 831 at RCC, #5 CIS 830 at RCC, #6 CIS 832 at RCC. Majority of noncredit students prefer online, asynchronous courses, while ESL students prefer in-person morning and evening classes.

V. Enrollment Recovery Plan – mid-year update

Associate Vice Chancellor Lijuan Zhai updated everyone that the Chancellor's office has a hold harmless agreement in place between 2019-20 to keep our FTES and apportionment stable during emergency conditions. To apply for an extension of protection, we need to submit an emergency recovery plan. Our emergency recovery plan was submitted in August 2022, and a mid-year update was submitted in February 2023.

a. RCCD Enrollment Update Presentation.pdf

Vice Chancellor Susan Mills updated everyone regarding the BOT presentation on January 10, 2023. Student headcount decreased by 10.9% from Fall 2017 to Fall 2022. That presentation included 5% growth but that number has since been changed to 8%. Some enrollment recovery strategies for 2022-23 include marketing and outreach efforts, use of data analytics, lifted vaccine and mask mandate, reduce barriers for financial aid, adjustments in class scheduling, college enrollment management plans, Guided Pathways work and schedule task force. Further enrollment recovery strategies include utilize "Leavers" data, increase feeder high school capture rates, increase dual enrollment, increase adult education and noncredit enrollment, increase full-time attendance, and offer courses through CVC-OEI course exchange.

VI. Setting targets for noncredit, dual enrollment, capture rate, full-time attendance

Associate Vice Chancellor Lijuan Zhai asked for suggestion on setting the target for noncredit, dual enrollment, capture rate, and full-time attendance. Dean David Torres explains that capture rates are used to see how many high school students attend our colleges which reflects how well we are doing. The number of students in our six feeder high school is projected to decrease in the

foreseeable future, so our capture rates will decrease as well. Professor Melissa Bader asked if we have a methodology to determine home college and programs of study for incoming students, and Dean David Torres confirmed we do not.

VII. Summary of Statewide College Attendance Survey

Dean David Torres presented a summary of the attendance decisions survey that took place in Fall 2022 by the RP Group for the Chancellor's Office. The task was to understand what influenced students' decisions to enroll and what they needed to attend college, in light of pandemic changes. Around 75% students responded and the sample was largely representative of California population. The findings showed that students experienced increasing need to balance and navigate complex lives. Students also need flexible options, financial and non-financial assistance to help them better balance competing priorities. Students indicated they would like better and more responsive guidance from colleges, especially from admissions and records, financial aid, and counseling.

Key findings include making workforce connections more explicit to help students make informed decisions regarding potential return on investment regarding their education. Increase student-centered course scheduling to better support students' needs to balance school and personal/work responsibilities. Leverage state investments to meet students' growing demand for online courses.

VIII. Department Chairs Retreat

Vice Chancellor Susan Mills proposed a retreat for department chairs, deans, and vice-presidents for enrollment management on 4/28/23. Dr. Mills asked for suggestions if a separate retreat should be hosted for department chairs, or if a combination retreat would be more effective. Jeff Rhyne believes department chairs will benefit from this retreat, and suggested a combination retreat with breakout sessions. Vice President Kaneesha Tarrant agrees with one retreat for department chairs, deans, and vice-presidents. Vice President AnnaMarie believes the goals of the retreat would determine the workshops needed for this retreat. Dr. Mills confirms that enrollment recovery is a priority at this retreat.

IX. Asynchronous Online and Closed Classes

Vice President Jason Parks updated everyone that Ed Code 76004 paragraph 1 states that colleges are unable to offer asynchronous, online or closed classes to high school dual enrollment students during regular school day. Dr. Parks suggested cross listing restrictive classes with non-restrictive classes for high school dual enrollment students to register for. Asynchronous or online classes can be offered for a cohort of students, including dual enrollment students. Professor Dan Gvillanueva suggested applying for waiver request for this Ed Code with the California State Board of Education.

X. Student Debt

Controller John Geraghty updated everyone there is a big increase in student outstanding debt compared to last year. The district paid down some student debt with HEERF funding last year so students can register for classes. Financial registration hold is set at \$500. Communications of outstanding debt is an on-going process that requires coordination between student accounts, financial aid, and special programs to ensure student accounts are up to date.

XI. Workgroup Updates

a. EduNav

Vice President Kaneesha Tarrant updated everyone that there is a demonstration that will be moved to the next meeting due to time constraint. They continue to work on feature requests and problem tickets on Edunav.

XII. Other

Next meeting will be held on April 20, 2023 from 3 pm to 5 pm.

XIII. Adjournment

Meeting Adjourned: 4:17 pm