

OFFICE OF THE VICE CHANCELLOR EDUCATIONAL SERVICES & STRATEGIC PLANNING DISTRICT ENROLLMENT MANAGEMENT COMMITTEE

Thursday, October 15, 2020

Zoom

3:00-5:00 pm

MEETING MINUTES

Meeting called to order: 3:01pm

Present: John Adkins, AnnaMarie Amezcuita, Melissa Bader, Quinton Bemiller, Raj Bajaj, Christopher Blackmore, Chris Clarke, Jamie Clifton, Michael Collins, Mark DeAsis, Darren Dong, Stacie Eldridge, Carrol Farrar, Jennifer Floerke, Jeanine Gardner, Melody Graveen, Elizabeth Hilton, Nathaniel Jones, Jeannie Kim (Chair), Samuel Lee, Carlos Lopez, Sandra Martinez, Kyla O'Connor, Jason Parks, Thea Quigley, Jeff Rhyne, Ines Solis (minute recorder), Christopher Sweeten, Kaneesha Tarrant, Scott Tracy, Arthur Turnier, Chip West, Lijuan Zhai,

Absent: Aaron Brown, Kristine DiMemmo, Rebecca Goldware, Wolde-Ab Isaac, Mark Knight, Kevin Mayse, Wendy McEwen, Mark Sellick, David Torres, Edd Williams, Michael Paul Wong

1. Approval of Agenda & Minutes

- a. **Approval of October 15, 2020 Agenda:** 1st J. Rhyne, 2nd M. Bader
- b. **Approval of September 17, 2020 Minutes:** 1st C. Farrar, 2nd M. Bader

2. FTES Update 20-21/ Fall 20

Dean, Raj Bajaj provided the Committee with an update on FTES.

a. Credit Resident

Dean, Raj Bajaj shared Credit Resident FTES estimates for fall 2020. It is expected that Moreno Valley will pick up more FTES through the academies. Vice President, Carlos Lopez expects an additional 130 FTES through the instructional service agreement with Riverside City Fire.

Credit Resident FTES	Target Summ20	Summ 20	Difference from Target Summ 20	Target Fall 20	Fall 20 10/12	Difference from Target Fall20	Target Winter 21	Win21	Diff from target Winter 21	Target Spring 21	Spring 21	Annual College Target
MVC	654.48	775	120.52	2986.37	2555		722.35			2908.8		7272.00
NC	650	685	35	3250	2842		554			2912		7366.00
RCC	1377.52	1486.85	109.33	7748.55	6640		1549.71			6543.22		17219.00
District	2682	2946.85	264.85	13984.92	12037		2826.06			12364.02		31857.00

b. Non Resident

Dean, Raj Bajaj shared the Non Resident FTES estimates for fall 2020. No major changes are expected.

non resident	SUMM 20 target	Summ20 Actual	FALL 20 target	FALL 20 Est.	WIN 21 target	SPRING 21 target	Yearly target
MVC	7.2	13.26	33.6	53	7.2	32	80
NC	7	13.09	32	77	6	29	74
RCC	20	33	113	153	23	95	251
District	34.2	59.35	178.6	283	36.2	156	405

c. Noncredit

Dean, Raj Bajaj shared Noncredit FTES estimates for fall 2020.

NON CREDIT	SUMM 20			FALL 20		
	CDCP	NON- CDCP	TOTAL	CDCP	NON- CDCP	TOTAL
MVC						2
NC						7.5
RCC			5			31
District						

Interim Vice Chancellor, Jeannie Kim informed the committee that at the closing of fall census FTES were 13.6% below target and inquired what tracking measures are in place at each college to close the gap. Colleges are shifting resources to high demand sections to close the gap but are struggling with sufficiently staffing faculty to meet the demands due in part to issues with the Human Resources department. Vice President, Carlos Lopez shared that for Moreno Valley College it will likely be closer to 4% as opposed to the estimated 9%. Vice President, Carol Farrar shared that Riverside City College is also identifying opportunities to meet the needs which had not been met in the past. The college is shifting to add where there is capacity to balance the continued loss of other disciplines due to lower caps and inability to generate FTES that were allocated. Dean, Jason Parks shared that Norco College has observed similar shifts and limited capacity struggles with Human Resources in respect to faculty shortages. Under COVID conditions, capacities are being reduced from 80 to 45 in some instances and colleges expect they will meet their targets.

Chancellor Isaac has requested projections of the actual cost to run classes under the adapted COVID conditions. A report will be shared with Chancellor Isaac, then brought back to this committee for review at the next meeting.

ACTION / RECOMMENDATION / DECISION:

- **ACTION:** Dean, Art Turnier will submit details on the sections for Correctional Deputy Academy that's graduating this month and Riverside City Fire courses to Dean, Raj Bajaj.
- **ACTION:** Vice President, Carol Farrar will submit a report to Interim Vice Chancellor, Jeannie Kim showing the FTES shifts to help close the gap.
- **RECOMMENDATION:** A report with the actual cost of adapting course to COVID conditions will be shared with this committee at the next meeting after it has been reviewed by the chancellor.
- **RECOMMENDATION:** Interim Vice Chancellor, Jeannie Kim recommended committee members continuously check for new safe return guidelines while developing face-to-face instruction plans. Federal and state regulations do not always align with local regulations; the most restricted should be followed.

3. Student Debt and Winter/Spring Registration

Interim Vice Chancellor, Jeannie Kim provided the Committee with an update on student debt. There are roughly 30,500 students owing balances to RCCD for a total upwards of \$9.4 million. About 15,200 students owe less than \$100 with some students owing as little as \$0.50. Other students owe \$100-\$1500. The students with debt \$9,000-\$10,000 are primarily international students.

A taskforce with members of this committee will be formed and will include the Vice Presidents of Student Services, the Vice Presidents of Business Services, the Directors of Financial Aid, Vice Chancellor, Aaron Brown, Interim Vice Chancellor, Jeannie Kim and Associate Vice Chancellor, Chris Blackmore, plus Director of College Business Services, Liz Tatum for the collections component. The task force will be charged with finding the best solution on what should be done to recover outstanding student debt by December 2020. This taskforce will report to the District Enrollment Management Committee.

Considering student debt can go into collections and negatively impact students, a solution needs to be reached so that students are not subject to those consequences. Although the Cashiering offices will be opening, when the colleges initially transitioned to remote services the offices were closed and students did not have the option to make payments. Also, at the time students could not make partial payments. The committee discussed having a feature turned on in Colleague that will allow partial payments to be integrated via PayPal.

Representatives from the Associated Students have been contacted to see how they can provide support and urge students to pay. Interim Vice Chancellor, Jeannie Kim is seeking more clarity on identifying why specifically students are owing balances. The assumption is that it is coming from student fees as the student fees were increased last year. This item will also be taken to the Academic Senate and to the Foundation in search of support options to help alleviate some of that debt. The messaging to students has been crafted but will need to be revised to include partial payment options available and will be sent after Associated Students

review and advise on what they can do to help.

ACTION / RECOMMENDATION / DECISION:

- **ACTION:** A breakout taskforce will be charged with finding the best solution to recover student debt by December 2020. The task force will report their finding to this committee.
- **ACTION:** Messaging to students will be recrafted to integrate information regarding partial payment options and will be sent after the Associated Students provide an update on how they can help.
- **DECISION:** The vice presidents of all three colleges agreed to have the feature in Colleague turned on that will allow partial payments to be accept through PayPal. Scott Tracy, Director of Administrative Applications will do a final verification with Controller, John Geraghty to confirm agreement.

4. Workgroup Updates

a. EduNav –

Vice President, Kaneesha Tarrant provide a detailed update regarding the weekly meetings with EduNav. Dr. Tarrant informed the committee that there is a delay in the release of 5.4.7 that was supposed to be released on October 1st. EduNav is working with a small team to see how batch enrollment can be accomplished moving forward. Seat forecasting data was discussed with Institutional Effectiveness to see what is available through Power BI. While we do not have the full scope of utility from EduNav, they will be providing a flat file that can be used for forecasting districtwide. All three colleges have provided the programs to migrate into EduNav which will allow students to access this information for planning purposes. The decision was made to limit the number of students that did not have any experience with EduNav. Accessibility is still an area of concern and the Disability Resource Center (DRC) will start looking into testing environments to confirm fixes have been implemented. Counseling has expressed there are issues that have been outstanding for some time and there is a need to have staff outside of faculty look at EduNav.

Senior Academic Evaluations Specialist, Jeanine Gardner requested clarification in respect to validating students in for 2015-16 catalog rights. Vice President, Kaneesha Tarrant will look further into catalog rights for this group of students.

Interim Vice Chancellor, Jeannie Kim informed the committee of the need to renew the EduNav contract in January 2021. The district will continue to evaluate the contract moving forward striving for alignment between EduNav and the new ERP system while maintaining full functionality with Guided Pathways work and maintain a student centered focus.

b. Marketing Campaign –

Executive Director, Chris Clarke is working on aligning district marketing efforts with the colleges marketing programs as the college budgets are much larger. Vice President, Chip West presented what Riverside City College has done to prepare for winter/spring as well as having launched the new website that is ADA compliant and in alignment with Guided Pathways. The website takes away a lot of the clutter and focuses on program paths and what STEM has available. It also contains student success videos and highlights as well as a how-to display for incoming students. News and events have been revamped. RCC is also working with academics to push targeted marketing for Spanish translations. The website's landing page allows analytics for tracking purposes. The marketing both on and off campus include white and black banner images, big message displays, 5 corridor billboards and electronic billboards.

Associate Dean, Thea Quigley is working on marketing for extended learning. This is the first semester that the district has offered robust noncredit extended learning primarily in the CTE area. Collaborations have been facilitated within CTE to do a marketing kick-off. There is a social media campaign that is bringing in a new population of students that we have never been able to serve. At a more local level, RCC will partner with local Adult Schools to advertise free classes through local partnerships. Email marketing has also been for students that have applied but not yet registered. New usage of Mailchimp has provided analytics showing a 50% open email rate. Through those efforts, RCC was able to put students into a credit path. Thea is also working on student technology barriers based on testimonials on how to succeed in today's learning environments and sharing tips and secrets to student success. Other avenues of marketing are also being engaged such as cable networks and YouTube gametes.

c. ERP Update

Associate Vice Chancellor, Chris Blackmore informed the committee that IT has completed 5 out of the 15 days of business process blueprinting with Anthology for the new ERP system. Anthology has shared the out-of-the-box functionalities it can provide. Customizations for identified gaps are still coming. So far, discussion has been around course and student functionality.

Next week Financial Aid functionalities will be reviewed. Customizations will be needed for the system's ability to handle MIS; Anthology will have a different specialized team that will be working and identifying a solution for a separate workflow project and assisting with setting up some of the process. Chris expressed appreciation for everyone's participation and input in the development of the new system.

5. Other

Email requests for agenda items will continue to be sent out to committee members. Interim Vice Chancellor, Jeannie Kim continues to make herself available to conversations with committee members.

Meeting Adjourned: 4:21 pm