

**OFFICE OF THE VICE CHANCELLOR
EDUCATIONAL SERVICES & STRATEGIC PLANNING
District Enrollment Management Committee**

Thursday, December 09, 2021

Zoom

3:00-5:00 pm

MEETING MINUTES**I. Meeting called to order: 3:05 p.m.****Present:**

John Adkins, AnnaMarie Amezcuita, Majd Askar, Melissa Bader, Raj Bajaj, Christopher Blackmore, Chris Clarke, Michael Collins, Kristine Di Memmo, Kevin Fleming, Jeannie Kim, Virgil Lee, Carlos Lopez, Jeff Rhyne, Christopher Sweeten, Kyla Teufel, David Torres, Tom Vitzelio, Lynn Wright, Lijuan Zhai, Aaron Brown, John Geraghty, Sandra Martinez, Kaneesha Tarrant, Mark Figueroa, Andrew Graham, Jason Parks, Elizabeth Hilton, Quinton Bemiller

Absent:

Eric Anthony, Esmeralda Abejar, Chip West, Torria Davis, Samuel Lee, Jennifer Floerke, Jake Kevari, Mark Sellick, Jamie Clifton, Mark DeAsis, Darren Dong, Rebecca Goldware, Maria Gonzalez, Wolde-Ab Isaac, Mark Knight

II. Approval of Agenda & Minutes

- a. Approval of December 09, 2021 Agenda:** 1st K. DiMemmo, 2nd V. Lee; 0 abstentions 0 opposed
- b. Approval of October 14, 2021 Minutes:** 1st Jeff Rhyne, 2nd Torres; 0 abstention
Correct Virgil first name

III. FTES Update

Dean Raj Bajaj thanked Associate Vice Chancellor Christopher Blackmore for his team's assistance in fixing their contact hours. Currently, in the final stages of testing and do not have the numbers to share today. Will have the estimates in a week and ready for the P1 report.

Dean Bajaj asked if the District and College's will keep their current targets as they stand or will revise their targets for the 2021/2022 year. Vice President Kristine DiMemmo stated asking the Chancellor's what his expectations are for the College's should be asked before providing a target number. The current targets are too high and are being compared to a health year. If the College's reduce their targets, the Chancellor will need to provide input. Virgil Lee asked where are we reducing these targets; in the educational master plan? Vice Chancellor Dr. Jeannie Kim stated it's in term of the State Chancellor's Office reporting. Additional information is needed as it relates to reducing target and how will it impact our apportionment. Currently we are in an emergency authorization status to maintain and reducing targets right now serves no benefits. Vice Chancellor Aaron Brown stated the current emergency status will expire in this fiscal year (June 2022). Vice Chancellor Dr. Jeannie Kim stated this topic (question) will need to be brought back in Spring 2022 for a broader conversation with this group and with Dr. Isaac.

IV. Winter Enrollment Status Report

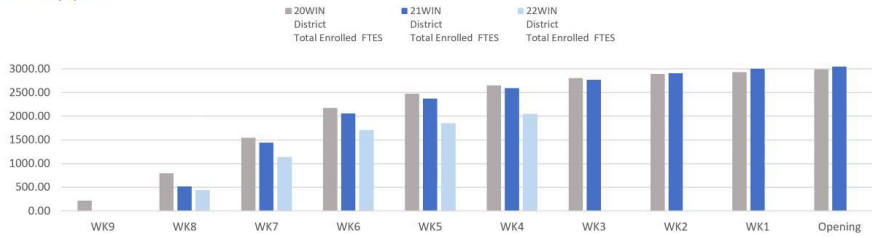
Associate Vice Chancellor Dr. Lijuan Zhai provided a presentation on comparing winter enrollment numbers on a weekly basis for winter 2020, 2021, and 2022 for each college and overall numbers for the District.

Registration starting date:
 WIN20 - 11/4/2019
 WIN21 - 11/2/2020
 WIN22 - 11/1/2021

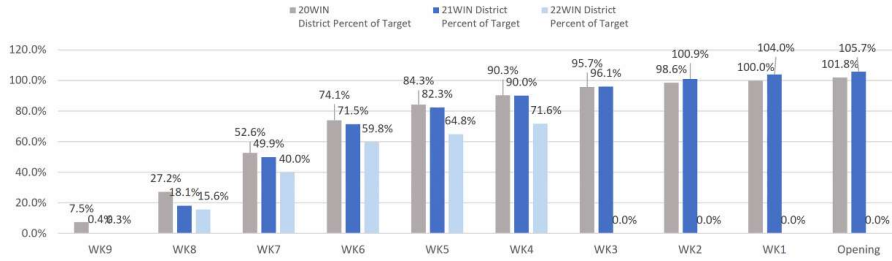
RCCD Winter22 FTES and % of Target

RCCD WIN21 FTES Target (Res.+ Non-Res): 2,860
 Current Enrolled FTES (Res.+ Non-Res): 2,049
 811 FTES below the target

RCCD Winter FTES: Win20, Win21, Win22 (weeks to opening day)



RCCD Winter FTES: Win20, Win21, Win22 (weeks to opening day)



Registration starting date:
 WIN20 - 11/4/2019
 WIN21 - 11/2/2020
 WIN22 - 11/1/2021

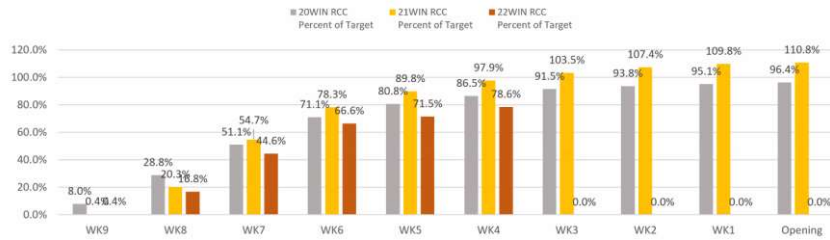
RCC Winter22 FTES and % of Target

RCC WIN22 FTES Target (Res.+ Non-Res): 1,575
 Current Enrolled FTES (Res.+Non-Res): 1,238
 337 FTES below the Target

RCC Winter FTES: Win20, Win21, Win22 (weeks to opening day)



RCC Winter FTES: Win20, Win21, Win22 (weeks to opening day)

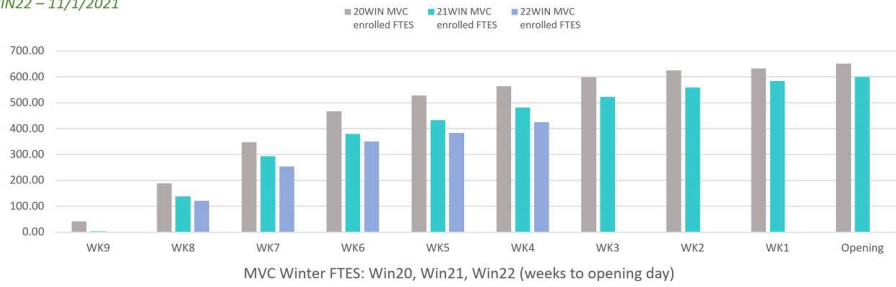


Registration starting date:
 WIN20 - 11/4/2019
 WIN21 - 11/2/2020
 WIN22 - 11/1/2021

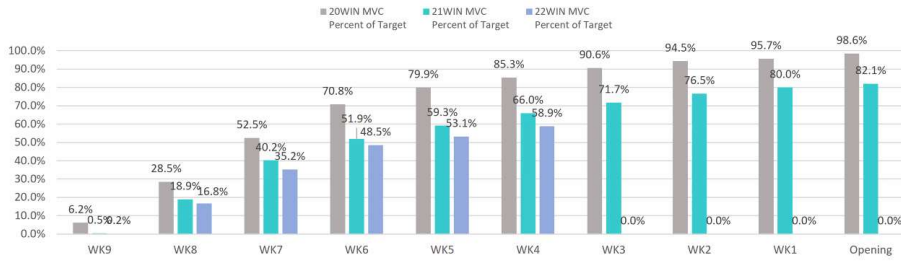
MVC Winter22 FTES and % of Target

MVC WIN FTES Target (Res.+ Non-Res): 721
 MVC Enrolled FTES (Res.+ Non-Res): 424
 297 FTES below the Target

MVC Winter FTES: Win20, Win21, Win22 (weeks to opening day)



MVC Winter FTES: Win20, Win21, Win22 (weeks to opening day)

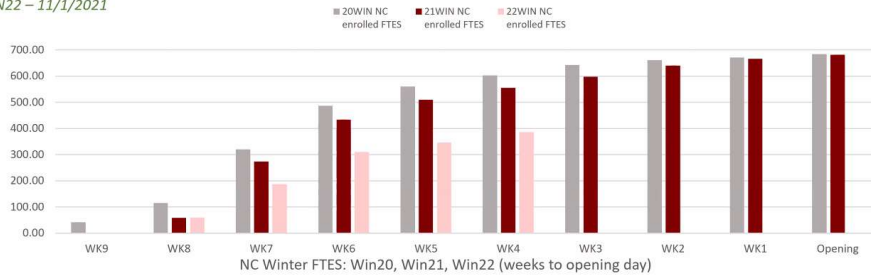


Registration starting date:
 WIN20 - 11/4/2019
 WIN21 - 11/2/2020
 WIN22 - 11/1/2021

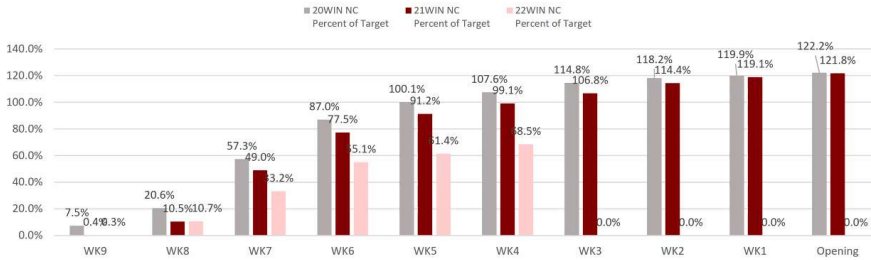
NC Winter22 FTES and % of Target

NC WIN22 FTES Target (Res.+ Non-Res): 564
 Current Enrolled FTES (Res.+ Non-Res): 386
 178 FTES below the Target

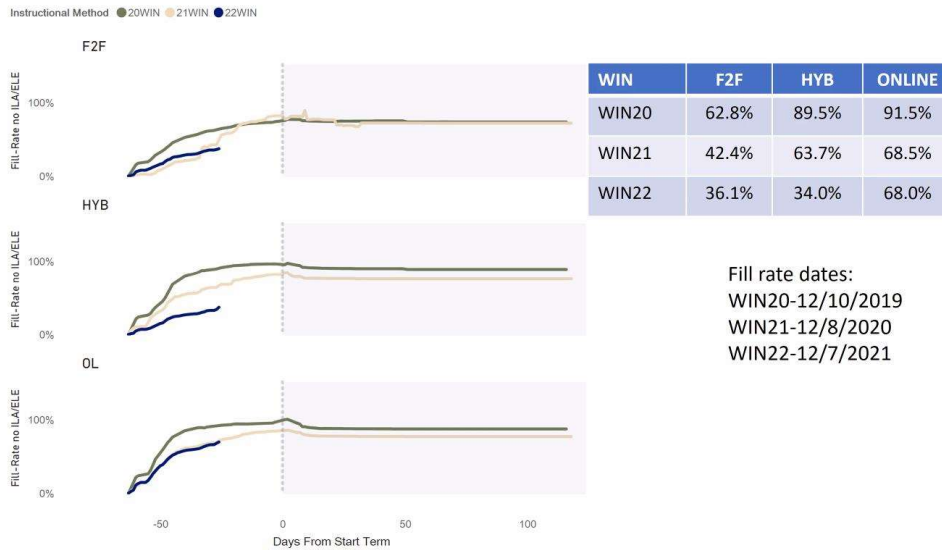
NC Winter FTES: Win20, Win21, Win22 (weeks to opening day)



NC Winter FTES: Win20, Win21, Win22 (weeks to opening day)

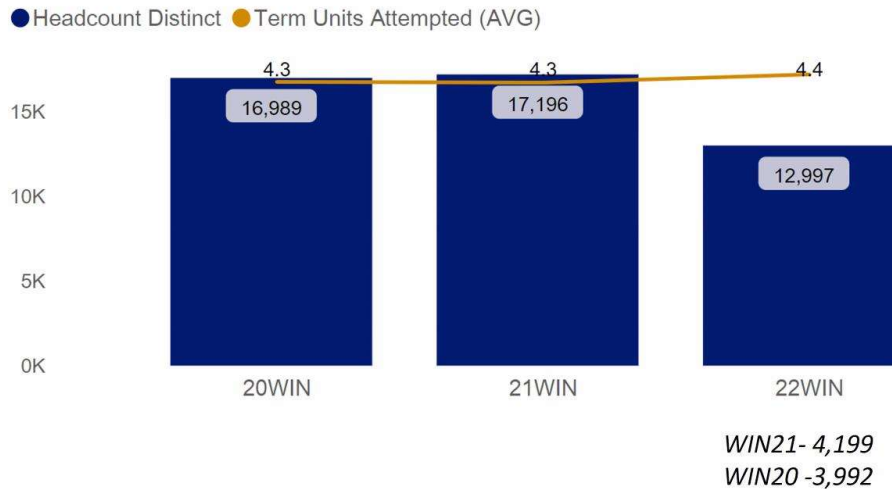


Fill Rate by Delivery Mode



Unduplicated Headcounts

Unduplicated Headcounts



Dean Raj Bajaj shared the current information presented includes a 17.5 bump term length multiplier, an increase of apportionment for each college/district. Without this artificial bump the enrollment numbers would be lower. Vice Chancellor Dr. Jeannie Kim suggested another slide to be included in the presentation which aligns with Dean Raj Bajaj shared.

Analysis of student enrollment when the pandemic began was conducted. Another analysis of students is needed to investigate the continued decline of enrollment and to possibly understand what is occurring. Some factors of contribution in past terms and upcoming terms may be the reduction of emergency DX science classes for spring 2022, the limitations on faculty to teach online, job loss or reduce hours of employment, competing with colleges in our region who offer more online classes.

We are doing a zip code study of who are our students, where are they coming from, and we can see our neighboring colleges and their zip codes. We can hopefully get an understanding of our student loss and where they went.

Another factor which impacts our enrollment with both students and part time faculty is releasing our schedule of classes two months after our neighboring colleges. RCCD is going back to dual enrollment and with the goal of doing one-year enrollment.

Vice Chancellor Dr. Jeannie Kim stated all of DEMC will be given access to the dashboards. Areas of opportunity being discussed:

FTES Enrollment Summary (Dashboard)

AREAS OF OPPORTUNITY:

- **Scheduling Changes (short term 8 or 6 or 12 week) and Modalities**
 - Possibly every 4 weeks new course opportunities
 - Fridays and Saturday Pathways
 - Offering courses based on student demand
 - Fully online programs
- **Two-term enrollment beginning Summer/Fall 2022**
- **Auto enroll students into 12-15 units (opt out)**
- **Incentives: ZCT, LCT, OER, Vax, Promise, Direct Student Aid**
 - Offer free textbook rental for all students (similar to SBCCD)
 - Give increased direct student aid for F2F students (to offset additional expenses associated with travel, childcare, safety considerations).
 - Determine the cutoff for F2F units vs. online units
 - Possible multiple disbursements to handle differing amounts
- **Noncredit Program Expansion per new Strategic Plan**
- **Dual and Concurrent Enrollment Expansion**
- **Online Education Expansion - Develop Intentionally Designed Online-Only and Hybrid-Only Programs – Faculty and Discipline Led**
- **Strategic Marketing and Communication – Anthology REACH**

HEERF funds will be awarded to students and amounts vary based on courses enrolled: full-time, part-time, online, hybrid, face-to-face and incentives will continue.

It was asked if the dual and concurrent enrollment students attend RCCD to finish their education or attend 4-year schools after high school. There will be a dual enrollment presentation in the spring. These students will be tagged to see what is occurring. It was shared, these students are creating a secondary effect and this is helping with the college going rate. The community building relationship is increasing, the name exposure is reaching more.

V. New SCFF Formula Presentation

Dean David Torres presented an update on the Student Success Funding Formula. Vice Chancellor Dr. Jeannie Kim stated the new funding formula helps to bring an understanding why the focus for students to complete their Math and English courses in the first year, encourage students to apply for financial aid (and complete the process), and the emphasis and focus on ADT's. Hopefully, this additional information provided on where we are currently situated for potential funding.

Chris Clarke asked if the Pell students were who applied or received Pell. David stated the numbers are for students who received.

VI. Admission Application Fraud and Financial Aid Fraud CCCC Reporting

The State implemented a fraud reporting and it is an online portal. The report is due every month on the 10th. John has received the application from IT and the financial aid information from the Financial Aid Directors.

58 suspected application fraud
18 on financial aid fraud
No financial aid dollars

This is the third month in using the online reporting, and John says it is going smoothly.

VII. Workgroup Updates

a. EduNav

Vice President Kaneesha Tarrant shared:

RCCD EduNav Update December 9, 2021

General Updates

- Registration Outage – Nov 10th
 - Root Cause Analysis related to database issue (EduNav)
 - Emergency upgrade completed November 20th
 - Winter 2022 down about 10% overall and comparison indicated that day to day enrollment was comparable
 - Data Validation
 - ZCT/LCT – confirmation of codes
 - Student Flags being reviewed (e.g. Honors, etc.)
 - CIP Codes
- 5.5.4 – In staging
- Usage Data - November 29th – December 6th

New platform, receiving week-to-week data:

RCCD Nov 29 - Dec 06 (2021) GMT-7	RCC	NC	MVC	Total
Unique students	5,309	1,647	2,014	8,970
Sessions	10,236	2,981	2,213	15,430
Successful registered unique students	2,580	1,056	801	4,437
Successful registration attempts	4,222	1,545	1,260	7,027
Average rating	4.10	4.41	4.35	4.29

- Winter/Spring Registration
 - Messaging updated to reflect vaccination requirements and student balance inquiry
- Dashboard Update
 - SFTP access
- Non-counselor view
 - Test accounts for student, advisor and read-only roles
 - EduNav “tile” will be added to SSO and videos created

b. ERP Update

On the student product, we are importing data and validating the data; 25-hours of business data meetings on how to validate the data and test the data, how to report errors, issues; we are about 23% complete and target completion is end of January 2022.

Issue tracking, any issue that comes up is being assigned to someone at RCCD IT or the vendor Anthology to resolve, all issues are being tracked and followed. The Issues being seen are data extract issues, issues with the data extracted from Colleague are not displaying correctly. Once the data is fixed on the extract side, it is extracted and tested five times to ensure it works. This helps to improve the outcomes and outputs and makes it better in the system.

Application integrations (Canvas, OnBase, etc.) are moving along, 3 out of 7 have been signed off on. Continuing to work on the remaining four applications and hope to have them done by end of January 2022.

Established an EduNav Engineering Review Committee, a side-by-side comparison of EduNav and the Student Ed Planning product in Anthology. Comparing to see what is possible and if we can move away from the EduNav product and onto Anthology. Vice President Dr. Kaneesha Tarrant is leading this from the business side and thanks to her for leading this.

IT team is completing a lot of database training, an example is API training to learn how to interface with the system.

Still working through functionality gaps, and EduNav is looking into Cal ISIRS, CCPG and it looks like Anthology will be able to handle this and it will not be a customization. Upcoming topics are the faculty authorization codes, enrollment management pieces, and revenue and budgeting at departmental level. More focus work groups with data validation; financial aid, student accounts. We have an ongoing process were IT staff have two check in calls with Anthology to go over issues, data validation, talk things through and get the direct help they need.

Anthology Reach is the CRM product, phase one was the outreach recruitment piece and the goal is to roll it out to a larger group. This tool is to help with enrollment, let's use the tools we have and reach as many students possible. So phase two is the case-by-case management student success and this is on hold until the student product goes live.

The finance and HR piece is the human capital management and we are still in the planning and configuration phase. Going back and revisit the business process analysis and look at some changes on how things can be done with the new ERP. Moving forward with the data migration for HR and using a vendor to assist.

New website of Nexus, has a wide range of information: list of team members, link to Anthology academy, anybody with an RCCD email address from the college or district office can log in, watch videos, get product information, overview of the project, and status updates.

Website will have a list of vides to watch based on your role. The rollout will be in one year.

c. Student Debt Collection

Project is complete. We cleared the debt, postings are done, met the deadline and met the threshold without impacting the students. A big thanks to B&FS, A&R, John, Liz, and Nader, and preparing the information quickly.

Used HEERF funds to clear the student debut up to \$1,000.00 so they were not impacted to register for the upcoming terms, and except for International Students.

VIII. Future Meeting Dates

- ~~Thursday, December 9 from 3-5 pm~~
- ~~Thursday, January 13 from 3-5 pm~~
- ~~Thursday, February 10 from 3-5 pm~~
- Thursday, March 10 from 3-5 pm
- Thursday, April 14 from 3-5 pm
- Thursday, May 12 from 3-5 pm

IX. Other

Dean Raj Bajaj asked if the meeting in March will the decision of the 2022-2023 targets will be discussed. Vice Chancellor Dr. Jeannie Kim said additional conversation needs to occur with Dr. Isaac and then the faculty and group can have the discussions.

Dean David Torre needs to make some changes to the presentation before sharing.

Meeting Adjourned: 4:21 pm