OFFICE OF THE VICE CHANCELLOR
EDUCATIONAL SERVICES & STRATEGIC PLANNING
District Enrollment Management Committee
Thursday, December 7, 2023
Zoom
3:00 pm – 5:00 pm

MEETING MINUTES

Meeting called to order: 3:05 pm

Present: John Adkins, Majd Askar, Melissa Bader, Raj Bajaj, Aaron Brown, Chris Blackmore, Shawna Bushell, FeRita Carter, Chris Clarke, Michael Collins, Sean Drake, Oscar Escobar, Carol Farrar, Scott Herrick, Elizabeth Hilton, Sandra Martinez, Juan Ponce, Philip Rawlings, Jeff Rhyne, Corey Rodgers, Kevin Stewart, Kaneesha Tarrant, Julie Taylor, Kyla Teufel, Tom Vitzelio, Lynn Wright, Lijuan Zhai

Absent: Anna-Marie Amezquita, Kimberly Bell, Peggy Campo, Michael Collins, Felipe Galicia, Maria Gonzalez, Susan Mills, Jo Scott-Coe

I.   Approval of Agenda & Minutes
   a. Approval of December 7, 2023 Agenda: First: Melissa Bader, **Second:** FeRita Carter; No abstentions, Approved by consensus.

   b. Approval of November 9, 2023 Minutes: First: Melissa Bader, **Second:** Carol Farrar; No abstentions, Approved by consensus.

II.   FTES Update and Targets for Special Population, Incarcerated Populated, and CDCP
Raj Bajaj updated everyone that we are on track with our 2023 Fall target for credit FTES across the district. The credit FTES for Fall 23 is estimated at 2,850 for Moreno Valley College, 2,910 for Norco College, and 7,040 for Riverside City College. We should have a 11-12% increase in credit FTES for Summer and Fall 2023 compared to the previous year. Enrollment for Winter and Spring 2024 is doing well compared to the previous year. Raj estimates we should see an increase of 10% in credit FTES for the entire academic year. For non-credit FTES, we are around halfway to our target, so we should be in good shape with non-credit FTES. Regarding non-resident FTES, these FTES fluctuates and cannot be controlled on our end.

For special population targets, the distribution for 2022-23 special admits is around 12.2% for Moreno Valley College, 56.16% for Norco College, and 31.63% for Riverside City College. CDCP target distribution is around 11.64% for Moreno Valley College, 21.77% for Norco College, and 66.59% for Riverside City College. CDCP is enhanced non-credit courses that have special funding stream

with higher revenue compared to ordinary non-credit courses. These are mostly short-term vocational type courses. Incarcerated FTES for 2022-23 is around 254, and Norco College generated around 96% of this target. Riverside City College generated around 10 FTES last year for incarcerated FTES. CDCP is enhanced with special budget, short term vocation type classes.

III. Principles of Enrollment Management

Lijuan Zhai wanted to discuss principles of enrollment management with the committee to ensure consistency across the district. Carol Farrar informed the committee that Norco College is currently working on their strategic enrollment plan, and Sean Drake mentioned there is always room for improvement when implementing these strategies. He mentioned course scheduling as an example, and asked everyone to consider the needs of student when scheduling classes. Scott Herrick added that when classes are scheduled in the evenings or weekends, we need to ensure student support services such as libraries, tutoring, and DRC are available when students are present.

Sean Drake mentioned there is a stigma associated with high school students attending community colleges. Scott Herrick agreed that high school counselors discourage high school students from attending community colleges, as community colleges are viewed as a last resort instead of a student's first choice. Scott Herrick felt one way to deal with this stigma is to show our success rates in term of students who attend MVC, NC, and RCC that go on to receive a bachelor's degree. Around 49.5% of bachelor degrees in the UC system are awarded to community college transfer students, and we need to highlight this. Melissa Bader felt we should reach out to classified professionals to check for gaps in our operations, and Carol Farrar felt each college should develop their own plan with these overarching principles. Chris Clarke updated everyone regarding recent marketing campaigns such as testimonial videos about the success of our students, awareness campaign that highlights various programs, and distribution of annual reports. Shawna Bushell asked if we can track how these campaigns are impacting students and if we have feedback from students, and Chris Clarke mentioned we have surveys that track responses.

IV. Strategies to Achieve Enrollment/FTES Targets

Sean Drake mentioned that dual enrollment is another method to increase FTES, but MVC is not collecting apportionment while NC and RCC are, and Tom Vitzelio said that gap has been closed and they are working with high school partners to ensure 240 minutes of instruction time in order to collect apportionment.

Kyla Teufel explained some strategies to increase enrollment at RCC include targeted intense messaging to students to enroll for classes. Kaneesha Tarrant mentioned the importance of ongoing communications with K-12 gatekeepers and that NC utilized similar strategies with a focus on prospective and current students. Tom Vitzelio mentioned that cost and ease of access are two of our strongest competitive advantages, and Kevin Stewart mentioned that the quickest and lowest barrier of entry to grow enrollment is to serve the customers we already have. MVC STEM/CTE have intentional conversations with

department chairs and leverage data when building classes. John Adkins mentioned that RCC Fine and Performing Arts held numerous high school events where they partnered for performances. Kaneesha Tarrant emphasized the need for us to be consistent in our messaging and presence. She felt it would be a mistake to put in efforts when we have the funding but cool off when we no longer have the funding.

V. March BOT Presentation on Enrollment Management
Sean Drake volunteered to participate in this BOT Presentation as co-chair of the committee. Melissa Bader volunteered Kimberly Bell and Jethro Midgett, and Lijuan Zhai will reach out to them. Lynn Wright will get back with Lijuan Zhai regarding faculty volunteer from RCC.

VI. Meeting on February 29, 2024
Sean Drake asked if an additional meeting on 2/29/24 should be scheduled to follow up on enrollment management. Melissa Bader suggested using 2/29/24 for committee members to work on the BOT presentation instead.

VII. Workgroup Updates

a. EduNav
Kaneesha Tarrant updated everyone that their meetings have been moved to once a month pending the move to the new ERP system and the sunsetting of EduNav. There is a new update release for minor platform adjustment that will address some of the minor issues and concerns they experienced with some clients.

b. ERP Update
Chris Blackmore updated everyone that ERP project is in ETL4 phase where data is pulled out of colleague and put into the new system. The team will perform a series of validation and testing sessions to ensure accuracy and validity of data, and correct any error found during these sessions. There were some challenges with Anthology because some data did not transform correctly and was missing in the new system. They are working to remediate some of these issues, and so far, they have a success rate of around 60%. The success rate needs to be in excess of 90% for the data to be effective. They also experienced maintenance issues, and additional functionality issues that need to be addressed with the vendor. Chris Blackmore aims for the system to go live by Winter 2025.

VIII. Other:

a. Cost of Attendance
Aaron Brown updated everyone that the Chancellor's Office went over the costs of attendance as it relates to our students and supplemental metrics during the fiscal policy meeting, and for financial aid directors to update this information on an annual basis. Elizabeth Hilton confirmed they update it annually, and they customized the cost of attendance based on most accurate data available. Off-campus housing will be used as the default for 2024-25 cost of attendance calculations.

b. Update on AB1111

Carol Farrar updated everyone that the state curriculum committee is working on AB1111 common course numbering, but the deadline has been pushed back to June 2024. Lynn Wright mentioned a meeting will take place today to approve the guidelines for implementation. A new committee will convene in January as this task is more complex than planned. The curriculum institute is planning to set the content for now.

IX.   Adjournment

Meeting Adjourned: 4:41 pm