



Friday, December 10, 2021

**District Council on Enrollment Management (DCEM)**

**Meeting Notes**

**Attendees**

Quad-Chairs: Cynthia Herrera, Oleg Bernal, Daniel Clark, Amparo Medina  
Karina Arteaga; Patti Blair; Phillip Briggs; Jennifer Clark; Oscar Cobian; John Cooney; Amy Edwards;  
David El Fattal; Alexander Fredell; Amanuel Gebru; John Loprieno; Tony Magana; Damien Peña; Mary  
Rees; Erik Reese; Linda Resendiz; Art Sandford; Claudia Wilroy

**Recorder**

Veronica Hardy

**1. Welcome and Announcements**

The meeting commenced at 1:34pm and Quad-Chair Dan Clark welcomed the committee.

**1.02 Attendance**

Attendance was taken.

**2. Approval of November 12, DCEM Minutes**

E. Reese pointed out a typo on Page 4. The meeting notes were approved with this modification.

**3. New Business**

**3.01 DCEM Annual Focus**

The members reviewed the DCEM Annual Focus and added action items to the existing goals of compressed Calendar and 8+8 pilot study. They added new goals including the following: review college enrollment plans/consider a District-wide plan, enrollment growth and implement goals through the lens of DEI. The members discussed action items which were added to each new goal. The Quad-Chairs will review the DCEM Annual Focus and finalize the language. D. Peña moved to approve the goals and was seconded by E. Reese.

D. El Fattal commented that James Zavas has been working on a revenue projection which will be brought to an upcoming DCAS meeting. He recommended bringing this to DCEM and inviting James Zavas as his designee or a guest. This will be put as a future agenda item.

**3.02 MC PACE Pilot Study**

O. Bernal recapped that during the November 12, 2021 DCEM meeting, he presented the successful PACE program at MC and the elements of PACE which work well, which are the eight week courses. He shared data exemplifying that students interested in eight week courses are willing to take an extra course and that eight week courses are more in demand measured by fill rate. He also collected data from external sources, such as Odessa College, showing that the eight week model is effective and leads to enrollment growth. As a researcher, he has sufficient data to transition from the research phase to

the advocacy phase. He clarified that the PACE program itself cannot be scaled to half the college, only certain elements such as the eight week classes can be scaled to half the college.

O. Bernal suggested moving half of the courses that are short term to the first eight weeks and the other half to the second eight weeks. M. Rees recommended aligning student paths that would utilize eight weeks. D. Clark commented on the technical challenge of scheduling and VC's interest in software packages that would address this. The members discussed 8+8 action steps and added the following to the DCEM Annual Focus: look at program maps, schedule more eight week courses fall 2022, implement roll-out and repackage as existing eight week courses.

#### **4. New Business**

##### **4.01 OC's Major Initiatives Proposal Follow-Up**

D. El Fattal provided an update that DCAS recommended to fund the proposal for \$500,000 per year over three years, utilizing resources. This will move forward to the Board of Trustees meeting on December 14, 2021 with a recommendation for approval.

##### **4.02 Major Initiatives Process**

C. Herrera presented that the workgroup (C. Herrera, D. Clark, A. Medina, A. Sandford and M. Rees) composed a rubric with the intention of making it thorough enough so that a solid recommendation could be made to move or not move forward in a fair and equitable manner. The members discussed the areas of rationale for project, project design, implementation strategy, evaluation, budget and the flow chart. They made recommended changes to the rubric. On the flow chart, P. Blair recommended adding Board Committee Review (either PPSS or Administrative Services) prior to the Board of Trustees. This will be the first step in the development of the guidelines and the process.

D. El Fattal thanked the workgroup for their great work. The workgroup will look more closely at the process and decide on how the rubric will be weighted. They will bring this back with revisions to the DCEM meeting in January.

##### **4.03 Compressed Calendar**

C. Herrera recommended forming another workgroup to develop the next steps for Compressed Calendar and a template. E. Reese, D. Clark and A. Edwards will liaise with Dan Watkins and confirm the 18 month timeline for implementation in possibly fall 2024. They will refine the location of the information for the identified steps and bring this back to DCEM in January for further discussion. In January, an implementation workgroup to develop more detail can be created. The members discussed reaching out to the unions regarding negotiations. This item will remain on the agenda.

##### **4.04 AB 705 Equitable Placement and Completion Improvement Plan**

O. Bernal presented that the state is requiring each college to complete a data form in regards to compliance with AB 705. The easiest format would be if each college commits to no longer offer remedial English or math courses by fall 2022. If a college cannot commit to removing all remedial math and English courses, there is a larger data form to be compiled in order to prove how non-transfer courses are beneficial to students. M. Rees commented that at the CIO conference, it was intimated that the throughput equivalent might not be funded. She explained how the state is concerned that noncredit may be used as a workaround to AB 705. The members discussed scheduling, pathways and the effects to enrollment management. C. Herrera commented that during the DTRW-I meeting on December 9, 2021, Ventura College submitted a noncredit math course and that it behooves DCEM to continue having this discussion.

#### **4.05 Steps to Enroll**

O. Bespalov provided an update to the Steps to Enroll project, which came from the Outreach office at Moorpark College. Alejandra Castillo, the Student Outreach Specialist at MC, reduced their Steps to Enroll checklist to 3 steps. He brought this to DTRW-SS for discussion on December 9, 2021 and explained the current inconsistencies in Steps to Enroll on the three college websites. The Student Experience Workgroup, with participation from students and Outreach, will arrange an agreed upon list for new students. D. Peña confirmed this will be on the Student Experience Workgroup's agenda for their January 19, 2022 meeting and will provide an update to DCEM afterwards.

#### **5. Future Business**

##### **5.01 VCCCD Data Dashboard – Discussion and Presentation**

J. Cooney will present this item on the January 14, 2022 meeting.

##### **5.02 CSU CI Data Dashboard Presentation – Dr. Richard Yao**

This item will be presented in the spring.

##### **5.03 Course Scheduling Software Recommendation**

C. Herrera explained that IEAC had a discussion surrounding the EMS room scheduling software and how certain components were not being utilized. D. Watkins will provide an EMS demonstration during the January 13, 2022 IEAC meeting. P. Briggs will provide an update to the current scheduling process on the January 14, 2022 DCEM meeting.

##### **5.04 Next Meetings**

D. Peña brought forward that he would like the colleges to have a system-wide graduation application. The members agreed that this would go to DTRW-SS and M. Rees suggested this could also be brought to DCEM in regards to transcript evaluations effecting enrollment plans.

The next meeting was scheduled for January 14, 2022.

#### **6. Adjournment**

C. Herrera thanked D. Clark for facilitating the meeting. E. Reese expressed appreciation to the dedicated DCEM members. The meeting adjourned at 3:20pm.

DCEM MEMBERS			
Constituency	College	Representative	Attended 12.10.21
Vice Chancellor, Institutional Effectiveness		Cynthia Herrera	x
Vice Chancellor of Business Services and Administration (or Designee)		David El Fattal	x
Director, Public Affairs and Marketing		Patti Blair	x
College Chief Business Officer (1)		Jennifer Clark	x
Associate Vice Chancellor of IT (or Designee) (1)		Dan Watkins	
DAC Data Analyst (1)		John Cooney	x
DAC Classified President or Designee (1)		Alexander Fredell	x
Director of Outreach and International Students (1)		Claudia Wilroy	x
Vice President of Academic Affairs	Moorpark	Mary Rees	x
	Oxnard	Art Sandford	x
	Ventura	Jennifer K-Goetz	
Vice President of Student Support Services	Moorpark	Amanuel Gebru	x
	Oxnard	Oscar Cobian	x
	Ventura	Damien Peña	x
Academic Senate President (or designee)	Moorpark	Erik Reese	x
	Oxnard	Amy Edwards	x
	Ventura	Dan Clark	x
Dean, Institutional Effectiveness	Moorpark	Oleg Bepalov	x
	Oxnard	Keller Magenau	
	Ventura	Phillip Briggs	x
Director of Outreach and Marketing	Moorpark	John Loprieno	x
	Oxnard	James Schuelke	
	Ventura	Sulin Rubalcava	
Classified Senate President (or designee)	Moorpark	Linda Resendiz	x
	Oxnard	Amparo Medina	x
	Ventura	Sebastian Szczebiot	
Student Government Representative	Moorpark	Karina Arteaga	x
	Oxnard	*Vacant*	
	Ventura	Tony Magana	x