



**Friday, September 10, 2021**  
**District Council on Enrollment Management (DCEM)**  
**Meeting Notes**

**Attendees**

Catherine Bojorquez; Daniel Clark; John Cooney; Amy Edwards; David El Fattal; Cynthia Herrera; John Loprieno; Keller Magenau; Damien Peña; Mary Rees; Erik Reese; James Schuelke

**Recorder**

Veronica Hardy

**1. Welcome and Announcements**

**1.01 Welcome and Announcements**

The meeting started at 1:30pm.

**2. New Business**

**2.01 Overview of Enrollment Management Survey:**

A Strategic Enrollment Management (SEM) Institutional Self-Assessment was distributed to all invited members, prior to the first meeting. The SEM Institutional Self-Assessment was designed by the Institutional Effectiveness Partnership Initiative, California Community Colleges, as a tool for assessing the current state of strategic enrollment management (SEM) at a college or district.

Members reviewed the findings of the survey. Identification of strengths and opportunities for improvement will inform the council's development of annual goals, as appropriate. Dr. Herrera noted that there is plenty of work to do and recommends the colleges and District be a team working together toward implementing strategic enrollment management across the District.

**2.02 Review of Charge and Membership (including selection of Co/Tri-Chairs)**

All members reviewed the Enrollment Management Council's Charge. Discussion included goal setting, membership composition and clarifying the council's charge. This item will return to the next meeting for continued discussion. A tri-chair approach was agreed-upon, to include the Vice Chancellor of Institutional Effectiveness and two committee members from different colleges who are not holding the same position.

**2.03 VCCCD Data Dashboard – Discussion and Presentation**

John Cooney presented a draft Tableau Enrollment Management Dashboard. Discussion revolved around student confidentiality and access to student information. After lengthy discussion, only Banner users will have access, others will only be able to view data in aggregate. Members were enthusiastic to be able to have access to this tool. John Cooney to send them the link for review and offer feedback at the October meeting.

**2.04 VCCCD Districtwide view of FTES, Headcount, Active Section Count Fill Rate**

Discussion of enrollment trends, factoring in the COVID and Delta variant ensued. Members will utilize the Tableau Dashboard link to access data and provide recommendations at the next meeting.

#### 2.05 Strategic Measures of Achievement and Strategies

Vice Chancellor Herrera presented a crosswalk of the Districtwide Measures of Achievement and Strategies as they relate to the CCCC's Vision for Success Goals as well as each of the college's goals and metrics. The vetting process is underway at all three colleges relative to the Strategic Measures of Achievement and Strategies.

#### 2.06 DCEM Annual Focus

It was determined that this discussion would be held-over to the next meeting.

#### 2.07 Establish DCEM Annual Meeting Schedule

Committee members agreed to schedule meetings on the second Friday of each month from 1:30-3:30 p.m. The exception being in the month of October given that Ventura College has a pre-scheduled event that includes all of their leadership team.

### **3. Future Business**

#### 3.01 CSU CI Data Dashboard Presentation – Dr. Richard Yao

Dr. Richard Yao, President, CSUCI, has agreed to share the CSUCI enrollment dashboard that will be helpful as we continue moving forward.

#### 3.02 Next Meetings

The next meeting is tentatively scheduled for October 8, 2021 from 1:30-3:30pm, but will likely be rescheduled to accommodate Ventura College staff.

### **4. Adjournment**

The meeting was adjourned at 3:30pm.