



CEMC MEETING MINUTES

Friday, October 23, 2020 | 10:30 a.m. | via Zoom

Meeting Minutes

1. Call to Order

Dr. Orf called the meeting to order at 10:30 a.m.

2. Review and Approval of Agenda

Committee approved the agenda (Bodnar/Ho)

3. Review and Approval of Minutes of October 9, 2020

Committee approved minutes (Bell/Ho)

4. Latest Numbers

Ms. Hart reporting: Enrollment report – data as of October 19. This represents the shift in the academy, which makes our numbers look worse. We can expect approximately another 40 FTES showing up in last year's numbers. More academy numbers are expected to come in.

Fall 20 as of 10/19/2020

FTES	2,798.66
FTEF	195.71
WSCH/FTEF	441.51
FTES/FTEF	14.30
Fill rate	84.71%
# of Pri Sec	808
	-13.69%

5. Discipline Plan Template

Ms. Hart presented the new template. She added tentative dates for Summer as well as the 3-year average information per discipline. She welcomes suggestions. After discussion some edits and additions were made. Please send any other suggestions to her by next week.

6. FTEF Allocation

Drs. Orf and Whalen met to review information and 3-year averages, discipline by discipline. Then Dr. Whalen met with each dean to discuss their allocations, before she and Dr. Orf finalized the information. The 3-year average was used to capture additions provided based on demand, and to capture movement. When we total the 3-year average we are close to our target of 451.

If we come to an agreement today on the numbers, Dr. Orf will not need to meet with deans individually.

After discussion the committee approved to move forward with the final allocation numbers. MSC: Thompson/Ho

7. COVID 19 Marketing Strategies

Presentation by Guisselle Nunez: She introduced Jennifer Aries who will be temporarily taking her place when she leaves next month (Ms. Aries has worked with us in the past). Ms. Nunez shared the metrics of our fall

LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

College Enrollment Mgmt. Committee

Members Present (voting):

Jeremiah Bodnar (voting)
Rajeev Chopra (voting)
Nan Ho (voting)
Thomas Orf (Co-Chair)
Sarah Thompson (voting)
Tamica Ward (voting)
Kristina Whalen (Co-Chair)

Members Present (non-voting):

Erick Bell
Dyrell Foster
William Garcia
LaVaughn Hart
Amy Mattern
Andrea Migliaccio
Anette Raichbart
Carolyn Scott

Members Absent:

Stuart McElderry (voting)
Rajinder Samra

Guests:

Theresa Rowland, Guisselle Nunez, Mujeeb Dadgar, Jennifer Aries, Craig Kutil

campaign, what's coming up for spring 2021, and some ads and videos for spring 2021 along with some thoughts. Facebook and Instagram are still very popular with our audience; these will continue to be used. The campaign is closing next week. It will inform our 2021-22 marketing strategy. Snapchat is popular with "clubbers and party-people" and a lot of 13-17-year-olds are clicking on ads. This is a good opportunity to reach them and 18-24-year-olds. With YouTube males 18-24 are most popular in watching our ads (12- 3am most popular time). Our ads pop up on streaming television (i.e. OTT) as well. We have very high conversion rates to our webpages. We started tracking our daily application intake. We have this information going back to 2017. Outreach phone banking by LPC was very helpful (thanks to them). We also did a COVID survey to assess how we were to communicate with students and how they wanted to communicate. We did some direct emails but were careful not to bombard students. Micro-campaigns are extremely popular and work very well. Overall district-wide we had about 6 million ads that went out.

8. Changing the Date of the November 13 Meeting

Dr. Orf: Our next meeting was actually scheduled on the Veteran's Day holiday. That would have been the only meeting for November due to the Thanksgiving holiday break. So let's propose to move forward with working on discipline plans and if something vital happens at the DEMC meeting, we will call a special CEMC meeting.

9. Good of the Order

None

10. Adjournment: 12:00pm

11. Next meeting: December 11