

Enrollment Management Committee
 1:00pm - 3:00pm on April 15 2021
 Zoom: <https://ccsf-edu.zoom.us/j/99989985203>

DRAFT MINUTES

Attending Members Geisce Ly (Admin Chair), Wynd Kaufmyr (Faculty Co-Chair), Erin Denney, Monika Liu, Carole Meagher, Chandra Edelstein, Aurelien Draï, and Angela Marcano Gonzalez

Resource Attendees Pamela Mery, Lisa Cooper Wilkins, Darryl Dieter, and Rosie Zepeda

Alternate Attendees: Monique Pascual, Kit Das, Steven Brown, Edgar Torres, Ariette Marcial, and Vaishali Jogi

Guests:

1.	Welcome	Geisce and Wynd welcomed members	
2.	Approve March 18, 2021 Minutes	MSP: Approval of the minutes is tabled until May Carole will listen to the recording to suggest additional information to be added.	
3.	Approve Agenda	Approved as modified with VC Boegel's item moved up.	
4.	Recommendations on Refinement of Instructional Budgets	<p>x VC Boegel shared that the department chairs and deans are working on the Instructional Budgets. Discussions continuing between District and AFT. Based on the result of those discussion, the instructional budgets may be finalized by May 24th.</p>	<p>(a) 0.7(e) chairs and the Office of VC Boegel will make that happen.</p>

		<ul style="list-style-type: none"> x VC Boegel is mindful that the District is engaged in impact bargaining with AFT. The details are not appropriate to discuss away from the bargaining table. He is hopeful that the initial instructional budgets can be held but that is dependent on concessions. We want to publish a schedule that we can stand behind and afford. The schedule is due in Courseleaf tomorrow. VC Boegel explained that the District sunshined in Nov/Dec 2020. Emphasis is on publishing an accurate schedule. The decision to pushback the registration date was in consultation with VC Cooper Wilkins not taken lightly. x Discussion: AFT has not sunshined. Negotiations are impact. Next Board Meeting is April 29. Waiting until May 24 for registration is late. Why can other Colleges put their schedules up sooner? Why is registration so late? We won't have any more information than we have now. Several members expressed concerns about moving the registration date back. Others emphasized wanting to publish a schedule with few errors. Observation that it is looking like a lot of decisions are not going to be made. 163 layoffs will happen leading to a chain of events including one sided cuts and retirements. x Frisco Day is moved to May 26th 	
5.	Higher Ed Emergency Relief Funding (American Recovery Act)	<ul style="list-style-type: none"> x Wynd recommends offering small-in person classes in the fall using HEERF. The HEERF funding can be used to bring back students to in person. Certain students benefit from being in the in person classroom. x Discussion: Various groups are looking at how the money can be spent. Suggestion that these other groups are included in the discussion. There are a lot of factors that need to be thought about such as cleaning the classrooms. We have funds to make it safe but there are several other groups that need to be involved including AFT and faculty wanting to come back. There is a varying degree of readiness in going back from K-12 and higher education. More information is needed before making a recommendation such as departments needing a R2C plan. x New international students are not allowed to come to the US to study unless they can prove that they are enrolled in one-in person class. 	<p>MSP: The Enrollment Management Committee recommends to the PGC or the decision making committee for HEERF, that the College prioritize use of funding to increase FTES within the allowable guidelines of the funding restrictions, including bringing students back to the face-to-face environment</p>

		<ul style="list-style-type: none"> x Some students don't have the resources study remotely including access to the internet and a computer. Suggestion is to take that into consideration including efficient use of classrooms x Question about publishing the schedule in parts. The concern is that students might think that was the entire schedule. Question about legal requirements around publishing the schedule. 	
6.	Marketing Strategies Ad Hoc Committee Update	<ul style="list-style-type: none"> x The #CCSF alumni campaign is on social media and seeing success. x They are responding and creating new resources/videos that came out of the College Scheduler sessions done by A&R (materials will be in multiple languages). The work group is continuing their work on marketing materials and campaigns including reviewing data analytics for the campaigns and the website. x There should be an update about the postcard campaign in a few weeks. It has been discussed at Cabinet. It could be modified or segmented, depending on funding, breadth of outreach and targeted campaigns. x In collaboration with NC ESL faculty, identified 50 communities with the infrastructure to market to in partnership. Narrowing the list to 10. Doing phone outreach. 	
7.	Data & Overall Enrollment Goal Ad Hoc Committee Update	<ul style="list-style-type: none"> x Update from Pam, Joe, and Erin looking at demand and fill rates over time, as they relate to specific departments is an extension of the work started in October, and was given to the department chairs. The focus is on helping chairs manage enrollment that will roll out to EMC. x Need a way to look at trends in types of programs/types of courses in order to make predictions. Do we look at census, the week before census? x Equity has been a focus and how to bring it into the conversation. x Discussion: The goal for City College is to provide educational opportunities for all those who can benefit. Concern is that we have to manage the amount of offerings based on our budget. The word goal is misleading because it looks like that is all we want to offer but that's not true. Wynd is suggesting a different framework and is proposing a different goal. She is suggesting caps, limits, and concessions. 	

- x Many aspects to the schedule, especially CTE, much work goes into it including that the departments have to follow advisory committees, write/approve COR, CCCCCO, etc. That is not calculated into the cost. There is a disconnect. Need data from Research and Planning about course sequencing/offering. An EMC goal is that we recommend offering courses to complete the programs that we have agreed to offer to the citizen of SF. Structural proof SF.

students with a broader number of services, how to improve the student experience, identify a common language (plain talk

x The resources work group (Wendy and Arlette) will serve to support the other work groups.

x The overall goal is for there to be a

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The meeting ended at 3:01 pm.

Respectfully submitted by Cynthia Dewar

