



Friday, March 4, 2022

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

**Attendees**

Tri-Chairs: Cynthia Herrera, Oleg Bepalov, Daniel Clark  
Karina Arteaga; Patti Blair; Phillip Briggs; Jennifer Clark; Oscar Cobian; John Cooney; Amy Edwards;  
Alexander Fredell; Jennifer K-Goetz; Keller Magenau; Damien Peña; Dina Pielat; Mary Rees; Erik  
Reese; Art Sandford; James Schuelke; Vanessa Stotler; Dan Watkins; Richard Yao

**Recorder**

Veronica Hardy

**1. Welcome and Announcements**

The meeting commenced at 11:02am and Tri-Chair C. Herrera welcomed the committee. Dina Pielat will be representing as the Classified Senate President for MC, replacing Linda Resendiz.

**1.02 Attendance**

Attendance was taken.

**2. Approval of February 4, 2022 DCEM Minutes**

The meeting notes were approved.

**3. Old Business**

**3.01 Compressed Calendar Next Steps**

C. Herrera presented the Compressed Calendar workgroup's next steps and proposed timeline. The charge moving forward is to develop a detailed Scope of Work with the Strata Information Group (SIG). Compressed Calendar moved to Consultation Council on February 25, 2022, where it was discussed involving the unions (AFT and SEIU) in the early stages of planning. This will go to DCAS on March 17, 2022, where the funding sources will be discussed. The workgroup will continue to work on Compressed Calendar's next steps and meet the proposed timeline of it moving to the Board of Trustees on May 10, 2022. E. Reese recommended that the workgroup invite the SEIU and AFT into the discussion as this is a bargaining and negotiations item.

**3.02 Steps to Enroll Update**

D. Peña presented that the Student Experience Workgroup looked at inconsistencies in marketing and outreach efforts related to Steps to Enroll District-wide. The workgroup proposed providing consistent steps while still maintaining the individuality of the campuses and integrity of the processes. They incorporated the advice of Outreach specialists on what students need to be successful, which will eliminate barriers and ease communication. Their formal recommendation is to shift the current steps located on all marketing materials and the website to four consistent steps: 1) Explore 2) Apply 3) Plan and 4) Register. The checkboxes underneath each consistent step could change and be individualistic for

different programs. He explained how this recommendation is in alignment with Guided Pathways and shared the rationale for this proposal.

D. Peña thanked O. Bernal for bringing Steps to Enroll to the attention of the Student Experience Workgroup and the members expressed appreciation for D. Peña's work. D. Peña confirmed that the Counselors and Registrars were a part of the workgroup. O. Cobian and J. Schuelke will share this recommendation with their colleagues at OC. Steps to Enroll will also be presented at DTRW-SS on March 10, 2022.

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

##### **4.01 DCEM Charge**

C. Herrera presented that while writing the Standards for Accreditation, it was identified that there was a need for a planning structure across the District which is integrated into the Participatory Governance Structure. The "District Council on Accreditation and Planning" had been changed to focus on accreditation and became the "District Council on Accreditation Planning." Now, there is a recommendation to revert back to the "District Council on Accreditation and Planning" and include it in the Participatory Governance Structure. The DCEM Charge has been modified to read "DCEM reports as an advisory to the District Council on Accreditation and Planning (DCAP)..." After some discussion, A. Edwards moved to approve the updated charge and was seconded by A. Fredell. There was no dissent. V. Hardy will send these changes to P. Blair for inclusion in the Participatory Governance Handbook.

##### **4.02 Enrollment Management Plan Workgroup**

C. Herrera shared that the Enrollment Management Plan Workgroup met on February 25, 2022 and discussed big picture planning. The workgroup created a draft which is aligned with the VCCCD Strategic Goals. She explained the primary goal and big picture items to look at when developing an enrollment management plan District-wide. Discussion followed on the big picture items such as building awareness, growing enrollments, etc. and there was a recommendation to include a measurable equity metric. During the workgroup's next meeting on March 29, 2022, they will develop these goals into a matrix-type structure and discuss mapping.

##### **4.03 Academic Planning/Class Schedule Development BPA**

D. Watkins presented the \$15,000 Scope of Work from the Strata Information Group (SIG). He explained how P. Briggs brought forward the inefficiencies in the course scheduling process at IEAC. Before doing a technology procurement, D. Watkins would like to first review the course scheduling process at the three colleges from Academic Planning. He will arrange for participants to meet at the DAC Lakin Boardroom on May 3, 4 & 5, 2022 for upfront work and discussion on each person's stake in the current process. Then they will look at the big picture standpoint and discuss the ideal process on publishing the schedule of classes. Once they identify the ideal process, they will look at projects needed for it to be completed.

Members thanked D. Watkins for moving this process forward. C. Herrera recommended aligning the new ideal process with Guided Pathways for students. P. Briggs and D. Watkins will identify attendees for the May meetings and send out the invites. D. Watkins will send out an email to identify funding and the Trip report with visualizations.

#### **4.04 Time Specific 12pm: CSUCI Data Dashboard Presentation – Dr. Richard Yao**

The members welcomed Dr. Richard Yao, President of CSUCI, and he presented the CSUCI Community College Dashboard. This dashboard is specific to all of CSUCI's feeder colleges and was patterned after their Student Affairs Dashboard. It is integrated with a high level of institutional data on student affairs and student success metrics. He demonstrated how the dashboard is organized by semester and filtered by college with various indicators of gender, age group, ethnicity, etc. Total headcount is able to be viewed by semester with a focus on transfer cohort, 1-2 year retention, historically underrepresented groups, etc. These filters are able to be mixed and matched with various degrees of specifications. Dr. Yao explained how this data can be utilized to strengthen the transfer pipeline between VCCCD and CSUCI.

After Dr. Yao answered questions, the members discussed systemizing the data. Dr. Yao explained that the unifying feature of systemizing data is the student ID, wherein data is sent to the data warehouse and extracted into Tableau. He also explained that they are working on the training in order to make as much data accessible as possible. He will ensure Dottie Patten follows up with J. Cooney on the proper contact for training and the IT component. C. Herrera shared that VCCCD has integrated programming with CSUCI and this dashboard can help measure its success after students transfer. The members thanked Dr. Yao for his presentation.

O. Cobian brought up the gaps in the student ID card system and recommended providing students with a free ID card. The members discussed the large undertaking of a data warehouse as well as data pulled for action and compatibility. DCEM's concrete next steps are as follows:

- utilize the dashboard to build on future collaborations
- work on members' access to the dashboard.
- integrate metrics on dashboards on a high level

### **5. Future Business**

#### **5.01 Next Meetings**

The next meeting is scheduled on April 1, 2022 11am-1pm.

#### **5.02 OC's Major Initiatives Proposal Update**

This item will remain as future business.

#### **5.03 AB 705 Equitable Placement and Completion Improvement Plan Update**

This item will remain as future business.

#### **5.04 Major Initiatives Process Next Steps**

This item will remain as future business.

### **6. Adjournment**

The meeting adjourned at 12:57pm.

DCEM MEMBERS			
Constituency	College	Representative	Attended 03.04.22
Vice Chancellor, Institutional Effectiveness		Cynthia Herrera (Tri-Chair)	x
Vice Chancellor of Business Services and Administration (or Designee)		David El Fattal	
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	x
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	
Vice President of Academic Affairs	Moorpark	Mary Rees	x
	Oxnard	Art Sandford	x
	Ventura	Jennifer K-Goetz	x
Vice President of Student Support Services	Moorpark	Amanuel Gebru	
	Oxnard	Oscar Cobian	x
	Ventura	Damien Peña	x
Academic Senate President (or designee)	Moorpark	Erik Reese	x
	Oxnard	Amy Edwards	x
	Ventura	Dan Clark (Tri-Chair)	x
Dean, Institutional Effectiveness	Moorpark	Oleg Bepalov (1) (Tri-Chair)	x
	Oxnard	Keller Magenau	x
	Ventura	Phillip Briggs	x
Director of Outreach and Marketing	Moorpark	Oleg Bepalov (2)	x
	Oxnard	James Schuelke	x
	Ventura	Vanessa Stotler	x
Classified Senate President (or designee)	Moorpark	Dina Pielat	x
	Oxnard	Amparo Medina	
	Ventura	Jordana Ybarra- Telias	
Student Government Representative	Moorpark	Karina Arteaga	x
	Oxnard	*Vacant*	
	Ventura	*Vacant*	