Friday, January 14, 2022
District Council on Enrollment Management (DCEM)
Meeting Notes

Attendees
Quad-Chairs: Cynthia Herrera, Oleg Bespalov, Daniel Clark, Amparo Medina
Karina Arteaga; Patti Blair; Phillip Briggs; Jennifer Clark; Oscar Cobian; John Cooney; Amy Edwards;
David El Fattal; Alexander Fredell; Jennifer K-Goetz; Keller Magenau; Damien Peña; Mary Rees; Erik
Reese; Art Sandford; Sebastian Szczebiot; Dan Watkins; Claudia Wilroy; James Zavas

Recorder
Veronica Hardy

1. Welcome and Announcements
The meeting commenced at 1:35pm and Quad-Chair O. Bespalov welcomed the committee.

1.02 Attendance
Attendance was taken. O. Bespalov was added as the Director of Outreach and Marketing for MC (as
well as the Dean of IE for MC). Vanessa Stotler was added as the Director of Outreach and Marketing for
VC.

2. Approval of December 10, 2021 DCEM Minutes
The meeting notes were approved.

3. Chair Report
3.01 OC's Major Initiatives Proposal Update
A. Medina updated that this item was approved at the Board of Trustees. C. Herrera will sit down with
the leadership team at OC to discuss moving forward and the timeline and she will report back to DCEM.

4. Old Business
4.01 Major Initiatives Process Next Steps
The members reviewed the Major Initiatives rubric and process flow. They discussed the titles of the
column headers and how the categories should be weighted. D. Clark recommended adding something
relevant to the scope of the project (e.g. budgetary) which triggers the special project. The members
recommended removing the lettered items (a-h) below each category, adding an outline at the front,
and ranking each category (rational, project design, etc.) as a general score 0-4. The members also
discussed who would be doing the ranking in the workgroup. The workgroup will reconvene and report
back to DCEM with recommendations.

4.02 Compressed Calendar Next Steps
E. Reese shared that he spoke with IT and the implementation goal of Compressed Calendar is fall 2024.
Given that work cannot begin for six months, he recommended that an oversight/leadership group start
planning now and implementation subgroups start conversations at the campuses. D. Watkins shared

that his request for another programmer is critical to moving this project forward. C. Wilroy commented that the three colleges are approved by immigration to operate under the current calendar and once the Compressed Calendar process is started, the immigration databases would need a change of status. The members discussed this being a steering committee and how planning is formed across the District. The committee recommended this item move to Chancellor's Cabinet for discussion and designation of the process moving forward, with a focus on implementation. D. Watkins will provide the IT leadership for this project.

5. New Business
5.01 Review of Current Course Scheduling Process
P. Briggs presented the VCCCD Couse Scheduling Process and how courses go from an idea to being entered into the Banner schedule. He explained how this process is a major obstacle in effective enrollment management. The steps begin with the Academic Data Specialists sending the prior-year schedule to the Department Chairs and Deans. The schedule format varies by college and department (Excel, Word, PDF, etc.). Then the Department Chairs review the data, make changes to the prior-year schedule and send changes back to the Academic Data Specialists, who enter into Banner. This is all manually entered and there is massive potential for error. Department Chairs spend approximately 15 to 25 hours working on the initial file and Academic Data Specialists spend 1-2 days per department to enter the schedule into Banner. After the schedule is published online, Department Chairs spend another 20 hours revising and making changes.

He explained the process issues including it being extremely labor intensive and error-prone. Schedule entry in Banner is entirely dependent on 1-2 academic data specialists at each campus. Also, the schedule must be developed months in advance and it is not easy to make changes. The enrollment management issues include how each department is a closed system and there is no easy method to balance course offerings across days, times and modalities. Additionally, the data is not very sophisticated or well–integrated into the process. In his opinion, it is unrealistic to expect high-level enrollment management under the current system.

The members expressed appreciation for P. Briggs' presentation. It was clarified that there are two data technicians at each campus responsible for entering into Banner. The members discussed improving the scheduling process and how there is currently no infrastructure available in a software package to address issues. The group recommended putting together a scope of work that would outline the duties and cost of a consultant and bring this back to DCEM. If the recommendation is to move forward and it aligns with DCEM's goals, then it will move to Chancellor's Cabinet. The workgroup will include: C. Herrera, D. Watkins, P. Briggs, J. K-Goetz, at least one Academic Data Specialist, and M. Rees if needed.

5.02 EMS Room Scheduling Software Demonstration
D. Watkins shared that they are many versions behind on their current EMS Room Scheduling software and Shawn Bochat is working on a demonstration on the upgraded product. If it doesn't meet the capabilities of what is needed, D. Watkins recommended putting together a group for a RFP to look at other software which has more features they require. He explained that the next step is to make incremental improvements on what P. Briggs has highlighted.

5.03 VCCCD Data Dashboard – Discussion and Presentation
J. Cooney presented the VCCCD Tableau Dashboard. They have added a few more filters and tabs so that more information is available. The first tab "Annual and Term Data" has 6 quadrants including headcount, enrollment by city, certificates and degrees, term retention/success and cohort persistence.

Filters such as college, gender and age group can be applied to the data. While hovering over the map on the enrollment by city field, percentages on district count and ethnicity can be viewed. The cohort persistence field is driven by individual filters such as the fall 2020 base term. The next tab "Trend Data" has four quadrants including headcount trend, FTES trend, degrees and certificates trend and percent by enrollment zip code. While hovering over the headcount trend graph, the distinct count and top ten zip codes of attendance can be viewed. The percent of enrollment by zip code is sorted Districtwide and the number one zip code for Oxnard College is 93033 (Oxnard, CA). The third tab "Demographics" gives an overall view of the demographics in ethnicity, age group and gender and is color coated by college and VCCCD. The "Data Commons" tab includes metrics that are external to the colleges themselves and captures information of the surrounding areas that could impact enrollment. For Ventura County, a specific city can be searched for data on health, economics, housing, etc. "Other VCCCD Dashboards" includes the Enrollment Patterns Dashboard (waitlist enrollments, total active enrollments, etc.), the Enrollment Equity Dashboard (VCCCD Headcount, VCCCD by Ethnicity, etc.) and the VCCCD Strategic Plan Goals 2021-2027. The "Strategic Measures (Current)" tab is under construction and will bring forward the strategic measures to the current time. Lastly, the "Academic Year Data" will match up with the term data.

Recommendations included adding a financial aid filter and capturing first generation students. The Tableau Dashboard will be an ever-evolving dashboard visualization and will become more sophisticated as it moves forward.

5.04 Graduation Application Update from DTRW-SS
D. Peña shared there is currently no update to this item.

6. Future Business
6.01 Next Meetings
J. K-Goetz brought up DFNP and the members discussed which committee this moves to. D. El Fattal recommended confirming the Chancellor's Cabinet minutes and adding it to the DCEM agenda if needed. C. Herrera shared that the Strategic Measures of Achievement have been vetted and the Strategic Plan will be presented at the Mid-Year Strategic Planning Session on January 22, 2022.

The next meeting will be scheduled via the results of the Doodle Poll.

6.02 AB 705 Equitable Placement and Completion Improvement Plan Update
This item will remain as future business.

6.03 Steps to Enroll Update
This item will remain as future business.

6.04 CSU CI Data Dashboard Presentation – Dr. Richard Yao
V. Hardy will reach out to Dr. Yao about when he can present this item.

6.05 Revenue Projection
D. El Fattal shared that he and James Zavas will discuss revenue projection through 2025/2026 at an upcoming meeting.

7. Adjournment
The meeting adjourned at 3:37pm.

DCEM MEMBERS			
Constituency	**College**	**Representative**	**Attended 1.14.22**
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	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	x
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	x
Dean, Institutional Effectiveness	Moorpark	Oleg Bespalov (1)	x
	Oxnard	Keller Magenau	x
	Ventura	Phillip Briggs	x
Director of Outreach and Marketing	Moorpark	Oleg Bespalov (2)	x
	Oxnard	James Schuelke	
	Ventura	Vanessa Stotler	
Classified Senate President (or designee)	Moorpark	Linda Resendiz	
	Oxnard	Amparo Medina	x
	Ventura	Sebastian Szczebiot	x
Student Government Representative	Moorpark	Karina Arteaga	x
	Oxnard	*Vacant*	
	Ventura	*Vacant*	
Guests:			
James Zavas			