



A meeting of the Santa Monica Community College District Planning and Advisory Council (DPAC) was held on Wednesday, November 10, 2021. This meeting was conducted via Zoom Conference.

I. Call to Order -3:04 p.m.

II. Members Present

Mike Tuitasi, Administration, Chair  
Jamar London, Academic Senate President, Vice-Chair  
Bradley Lane, Administration Representative  
Chris Bonvenuto, Management Association Representative  
Dione Carter, Management Association Representative  
Nate Donahue, Academic Senate Representative  
Peter Morse, Faculty Association President  
Elaine Roque, Faculty Association Representative  
Martha Romano, CSEA Representative  
Joshua Elizondo, Associated Students Representative  
Ali Shirvani, Associated Students Representative

During the COVID-19 (Coronavirus) Global Pandemic, the Board of Trustees has determined in accordance with Government Code Section 54953 that as a result of the ongoing emergency that meeting in person would present imminent risks to the health and safety of the attendees at public meetings. The Zoom format used for Santa Monica College public meetings ensures public participation and provides an opportunity for the public to directly address the body. Members of the public have the right to request to make public comments until such time as the public comment period is over.

III. Minutes of DPAC Meeting: October 13, 2021  
Minutes of DPAC Workshop: October 27, 2021  
*The minutes were unanimously approved.*

IV. Public Comments – None

V. Superintendent/President's Response to DPAC Recommendation -None

VI. Agenda

1. Return to Campus: Upcoming activities include Giving Thanks(giving), closure of the south (Pearl Street) entrance to Parking Lot 1 for construction, logistical planning for opening of the Student Services Building, Cosmetology classes starting up, volleyball and basketball games, jazz concerts, music ensembles, operas, chamber choir, and theater arts performances.

COVID-19 Update: There has been a 4 percent increase in hospitalizations believed to be because of Halloween. Planning for the winter semester is moving ahead.

2. Aspen Prize for Community College Excellence: Santa Monica College is among 150 select institutions (out of more than 1,000 community colleges nationwide) eligible to compete for the 2023 Aspen Prize for Community College Excellence and \$1 million in shared prize funds. A team led by Vice-President of Academic Affairs Dr. Bradley Lane will be completing the application in the next month. The selection of the top ten finalists will be announced in Spring/Summer 2022 and the process culminates with announcement of the Aspen Prize in late Spring 2023.
3. Accreditation Update: The Accreditation team has been finalized and the standards are collecting evidence and supporting documents. The co-editors will be working on the ISER (Institutional Self-Evaluation Report) in spring 2022 to submit to the Superintendent/President in the summer. It will be presented to the Board of Trustees in the fall.
4. Strategic Enrollment Management Plan: The Enrollment Management Team started on the Strategic Enrollment Management Five-Year Plan pre-pandemic but abandoned the process for a year to deal with pandemic related enrollment issues. The team resumed its work last spring and recently revised the timeline with the goal of completing the plan in spring 2022. Discussion of Priorities for 2022-2023 included the following
  - Implementation of Digital Marketing Strategies for International Education Market
  - Modernization of Corsair Connect
  - Integrated Student Communication Strategy for entire student journey
  - Create procedures for the marketing of academic programs
  - Increase short term course offerings
  - Analyze capacity and desire for year-round schedule utilizing Guided Pathway Program Maps

Just under \$1.2 million has been allocated from the Chancellor's Office for outreach and retention, on top of the \$246,000 that was allocated in the previous year, which has been used to hire temporary classified staff to offer more high touch strategies. The additional \$1.2 million will be used to expand the call center with additional temporary and student employees, increase technology designed to communicate with students, and expand marketing efforts.

It was suggested alternatives be explored for reaching untapped or new markets. The difficulty is doing a SEM plan in the middle of a pandemic trying to plan for a post-pandemic environment. The plan needs to be responsive and provide a roadmap, but it is important to be prepared to take detours and pivot as new and/or unforeseen roadblocks emerge.

It was suggested that a 2022-2023 Annual Action Plan be developed to support the Strategic Enrollment Management Plan so that is an institutional priority for budgeting and other resources. The SEM Team will discuss and draft an action plan at its meeting in December to forward to DPAC for discussion at its meeting on January 12, 2022.

5. 2022-2023 Annual Action Plans: DPAC reviewed and discussed the five potential 2022-2023 Annual Action Plans identified at the DPAC workshop on October 7<sup>th</sup>. It was suggested and agreed upon that the focus for 2022-2023 should be on developing an Educational Master Plan to guide all other strategic plans. It was further agreed that the other proposed Annual Action Plans are not needed because the work in those areas is being done and will continue to move forward. Dr. Jeffery will be consulted to provide direction on how to move forward with this Annual Action Plan.

It was suggested that a second 2022-2023 Annual Action Plan be developed for relaunching The Center (formerly The Center for Teaching Excellence) to provide professional development resources for all staff. Representatives of the Human Resources Department and Maria Muñoz, Interim Dean of Equity, Pathways and Inclusion, will be invited to the next DPAC meeting to provide input on this Annual Action Plan.

VII. Adjournment – 4:50 p.m.

Meeting schedule through June 2021 (second and fourth Wednesdays each month at 3 p.m.)

December 8

January 12, 26, 2022

February 9, 23

March 9, 23

April 13, 27

May 11, 25

June 8, 22