



A meeting of the Santa Monica Community College District Planning and Advisory Council (DPAC) is scheduled to be held on Wednesday, March 13, 2024 at 3:00 p.m. in the SMC Student Services Center Room 396, 1900 Pico Boulevard, Santa Monica. The meeting will also be conducted via Zoom to allow for remote participation.

Following is the link to join the DPAC meeting via Zoom: <https://smc-edu.zoom.us/j/93886279276>

I. Call to Order

II. Members

Mike Tuitasi, Administration, Chair Designee
Jamar London, Academic Senate President, Vice-Chair
Jason Beardsley, Administration Representative
Chris Bonvenuto, Management Association Representative
Sasha King, Management Association Representative
Stephanie Amerian, Academic Senate Representative
Peter Morse, Faculty Association President
Elaine Roque, Faculty Association Representative
Cindy Ordaz, CSEA President
Martha Romano, CSEA Representative
Cecilia Jeong, Associated Students President

III. Public Comments

IV. Review of Minutes: February 28, 2024

V. Reports

VI. Superintendent/President's Response to DPAC Recommendation (*see page 4*)

VII. Agenda

1. Recommendation to DPAC from Budget Committee:

The Budget Committee recommends to DPAC to recommend to the Superintendent/President to fund items as presented in the IEC and Outreach request. We further recommend that if the request is funded, IEC and Outreach departments return in one year's time to the Budget Committee to give a full assessment of the activities and identify any additional resources needed to further the growth of non-resident enrollment.

Motion: Mitch Heskell Seconded: Kennisha Green

Ayes: 11 Nays: 0 Abstentions: 0 *Motion was approved unanimously*

Background

Since April 2023, the Budget Committee has been discussing ways to improve the fiscal stability of the District. As a result, the Budget Committee identified the growth of non-resident tuition as the primary opportunity to increase revenue for the District in a meaningful way. To assess how the District can maximize non-resident enrollment, the Committee invited Enrollment Development, International Students Office and Outreach to provide an analysis of what financial investments should be considered to maximize growth. Based on the presentation and accompanying written report, the Committee has made the recommendation. (*See requests on pages 5-6*)

2. Update: Technology
3. Update: Mission and Vision Statement Task Force
4. Update: Strategic Education Plan

VIII. Adjournment

Meeting schedule through June 2024

March 27
April 10, 24
May 8, 22
June 12, 26

Meeting of the Council of Presidents (COP)

The Council of Presidents will discuss the agenda for the DPAC meeting on March 27, 2024.

Public Comments

Members of the public may address the District Planning and Advisory Council (DPAC) by oral presentation concerning any subject that lies within the jurisdiction of DPAC. Each speaker may be allowed a maximum of three minutes per topic.

Exceptions: This time allotment does not apply to individuals who are making a presentation at the invitation or request of DPAC.

Instructions for Submitting a Request to Speak at In-Person Meeting

Individuals wishing to speak at a DPAC meeting during Public Comments or regarding item(s) on the agenda must submit a request to DPAC Coordinator ROSE_LISA@smc.edu with name, address, name of organization (if applicable) and the topic or item on which comment is to be made.

Instructions for Submitted Written Comments

Individuals wishing to submit written comments to be read at a DPAC meeting are requested to send an email to DPAC Coordinator ROSE_LISA@smc.edu by 2:30 p.m. for the meeting beginning at 3 p.m. The email should contain the subject line "DPAC Written Comments" and include the following information in the body of the email:

- Name
- Address
- Name of organization (if applicable)
- Topic or Item

Instructions for Speaking via Zoom

Individuals wishing to make public comments at a DPAC meeting via Zoom are requested to send an email to DPAC Coordinator ROSE_LISA@smc.edu by 2:30 p.m. for the meeting beginning at 3 p.m. The email should contain the subject line "DPAC Written Comments" and include the following information in the body of the email:

- Name
- Address
- Name of organization (if applicable)
- Topic or Item

Alternatively, during the meeting and before public comments have ended, individuals may use the Q&A feature of Zoom to request to speak.



RECOMMENDATION APPROVED BY DPAC
 SUBMITTED TO THE SUPERINTENDENT/PRESIDENT
 FOR CONSIDERATION

Date of DPAC Meeting	Presentation/Recommendation	Status
February 14, 2024	<p>Presentation at DPAC Meeting: Request for Naming of Student Services Center:</p> <p>Dr. Tyffany Dowd, Interim Dean of Counseling, presented a proposal on behalf of a committee consisting of several current and retired SMC staff to name the Student Services Center after Dr. Robert Adams in honor of his 30 years of Service to Santa Monica College, his advocacy for the Student Services Center, creation of the SMC Welcome Center, laying the foundation for the SMC Counseling Department and special counseling programs, and being instrumental in securing SMC’s Hispanic Serving Institution status. Link to: Robert Adams Proposal Presentation</p> <p>The proposal was previously submitted to Superintendent/President Kathryn Jeffery to name the Student Services Center in honor of Dr. Robert Adams, former SMC Vice-President of Student Affairs. Dr. Jeffery reviewed the Board Policy on Naming of College Facilities and realized that there is not a corresponding Administrative Regulation that describes a request process and criteria for consideration. The current process for naming buildings and rooms is connected to SMC Foundation in recognition of a sizeable donation. It was reported that an Administrative Regulation on Naming of Facilities is being developed.</p> <p>Following her meeting with the proposal committee, Dr. Jeffery requested that DPAC consider the proposal and make a recommendation to her.</p> <p>DPAC Recommendation to Superintendent/President</p> <p>Motion was made by Peter Morse and seconded by Elaine Roque that DPAC recommend to the Superintendent/President to move forward with the process to name the Student Services Center in honor of Dr. Robert Adams. <i>Unanimously approved.</i></p>	<input type="checkbox"/> Approve <input checked="" type="checkbox"/> Consider <input type="checkbox"/> Modify <input type="checkbox"/> Not Approve

Superintendent’s Response

I considered the recommendation from DPAC to move forward with the process of naming the Student Services Center in honor of Dr. Robert Adams. Because this is an honorary designation, the direct cost of naming the building (*i.e. cost of signage and installation*), along with an amount equal to 20% of the direct cost to be used as a maintenance fund, will need to be covered by a donation to the SMC Foundation. Once the funds are in place to cover the costs of honorific naming, I will forward a recommendation to the Board of Trustees for consideration.

Signed: : _____
 Superintendent/President

Date: March 4, 2024

IEC Department Recruitment/Retention Summary

SMC continues to face a difficult recruitment and enrollment landscape. Global demographic declines of college age students, a strong U.S. dollar, domestic political realities, and increased international competition from English speaking markets will continue to present long term challenges to SMC's ability to attract and enroll international students.

The planned requests will allow SMC to access emerging Asian, Latin American, and European markets and expand our presence and access to our established markets in Europe and Asia.

The financial requests that follow are in line with IEC's 5 Year Strategic Enrollment Management Plan Goal 1: Increase new student enrollment.

Strategies to achieve IEC SEM Goal 1: Increase New Student Enrollment 2024-25 Recruitment Plan -

Goal: Increase Number of Recruitment Trips

Cost: \$87,500

Calculation: \$17,500 per trip x 5 trips = \$87,500

ROI: 10 New Student Enrollments

- Increase annual recruitment trips to emerging and established markets from 4 to 9 per year. Each recruitment trip encompasses multiple countries and can last two or more weeks. The increase in recruitment trips will reestablish our presence and expand our market share in high yield markets like Sweden, China, Japan, Korea, and Taiwan.

The increase in trips will also allow IEC to gain market share in emerging markets like India, Vietnam, UAE, Singapore, Indonesia, Turkey, France, Canada, and Germany.

Goal: Hire SMC In-Country Alums to Represent College at Student Fairs in Established and Emerging Markets

Cost: \$6,000

Calculation: 20 Fairs x \$75 per hrs x 4 hrs per fair = \$6,000

ROI: 1 New Student Enrollment

- SMC will hire and train in-country alums to represent the college at international student fairs across our established and emerging markets. Fairs typically are one day events and may last for up to 4 hours. Alums are paid at a rate of \$75 per hour. This strategy will save SMC travel expenses, (approximately \$17,500 per trip) and will allow perspective students in selected markets to interact with experienced and trained SMC alums closer to their own age and in their native language. This strategy has already been employed successfully in Sweden and IEC would like to implement it across established and emerging markets as an effective and cost-conscious recruitment tool.

Goal: Increase IEC Counselor Availability to Facilitate Enrollment and Retention

Cost: \$67,824

Calculation: 20 hrs/wk x 36 weeks = 720 hours
720 hours x 78.50 per hour = 56,520
20% added for benefits = 11,304
56,520 + 11,304 = \$67,824

ROI: 8 Students Retained

- The acquisition costs for new international students are high. IEC counselors play a critical role in enrolling and retaining our international student population. They staff our new student seminars, provide individualized outreach to students in academic difficulty, perform direct outreach to students via phone/email to ensure they are enrolled in the appropriate federally mandated proportion of on-ground/hybrid/online units, and assist students in finding the correct courses to maintain their F-1 Visa status.

Through their advisement, outreach and collaborative efforts with our immigration team, the IEC counselors are responsible for keeping an average of three hundred international students per enrollment cycle from falling out of legal status and potentially returning home before completing their studies at SMC. The additional funding will ensure that our counseling staff can increase their intervention efforts to keep international students in good academic and legal standing and increase persistence, retention, graduation, and transfer rates.

IEC Request for Additional Funds Summary Table

Type	Object Code	Amount	Reason/Usage
Recruitment	5223	\$87,500	Increase recruitment travel by 5 additional trips
Market Development	TBD	TBD	Hire 1 In-country Latin America Recruitment Rep
Recruitment Events	5811	\$6,000	SMC Alum Reps for Student Fairs
Admission/Retention	TBD	\$67,824	Increase IEC Counseling Hours
Total		\$161,324	

Outreach, Onboarding, and Student Engagement Department Request

Goal: Hire Dedicated Recruitment Specialist for Out-of-State Recruitment

Cost: \$116,613

Calculation: Salary + Benefits for Outreach & Recruitment Specialist with variable hours

ROI: 13 New Non-Resident Student Enrollments

- Having a Recruitment Specialist dedicated to Non-Resident, Out of State Recruitment will not only allow for increased recruitment travel but will also provide for extensive follow-up and enrollment coaching. The financial ask includes the salary and benefits with a variable, VH1, for a full-time dedicated recruiter to support Domestic Non-Resident enrollment. The dedicated staff member who will be responsible for all the out-of-state travel and recruitment and will provide case management to non-resident students through the onboarding process. The Recruiter will be the liaison with Financial Aid and Admissions and assist Non-Resident students with any barriers or hurdles.

Outreach & Onboarding Request for Additional Funds Summary Table

Unrestricted Funds Requested			
Type	Object Code	Amount	Reason/Usage
Outreach & Recruitment Specialist	2190	\$77,742	Salary for Recruiter
	3000	\$38,871	Benefits
Total		\$116,613	

District Planning and Advisory Council (DPAC)
Meeting schedule 2023-2024
(second and fourth Wednesdays each month at 3 p.m.)

Meeting Date	Topic/Related Reports	Invitees/Responsible Areas
July 12 (Cancelled)		DPAC
July 26	DPAC 2022-2023 Annual Report Report on Master Plan Work Group Mission Statement Task Force	DPAC Jason Beardsley
August 9 (Cancelled)		Jason Beardsley
August 23	Update on Education Master Plan Workgroup DPAC Orientation Year-End Report on 2022-2023 Annual Action Plans DPAC Meetings in-person starting Fall 2023	Jason Beardsley Mike Tuitasi, Jamar London DPAC Mike Tuitasi
September 13	Discussion: Annual Action Plans for 2024-2025 Update: Master Plan for Education Discussion: DPAC Database	DPAC Jason Beardsley DPAC
September 27 Cancelled		
October 11	Continue development of Action Plans for 2024-2025 <ul style="list-style-type: none"> • Program Review Committee • Institutional Effectiveness Committee 	DPAC
October 25 (Cancelled)		
November 8	Continue development of Action Plans for 2024-2025 Update: Master Plan for Education	DPAC Jason Beardsley
November 22	Cancelled	
December 13	Update: Mission and Vision Statement Task Force Update: Strategic Education Plan Discussion: Action Plans for 2024-2025	Mike Tuitasi Jason Beardsley DPAC
January 10, 2024	Update: Mission and Vision Statement Task Force Update: Strategic Education Plan Discussion: Action Plans for 2024-2025	Mike Tuitasi Jason Beardsley DPAC
January 24	Governor's Proposed Budget for 2024-2025 Discussion: Annual Action Plans for 2024-2025	Chris Bonvenuto DPAC
February 14	Commencement 2024 Request for Naming of Student Services Center Update: Mission and Vision Statement Task Force Update: Strategic Education Plan Discussion: Annual Action Plans for 2024-2025	Kiersten Elliott Mike Tuitasi Mike Tuitasi Jason Beardsley DPAC

February 28	Finalize 2024-2025 Action Plans to forward to Senior Staff, Fiscal, and Budget Committee Presentation: Facilities Master Plan	DPAC Don Girard, Charlie Yen, Chris Bonvenuto
March 13	Technology Update Update: Strategic Education Plan	Calvin Madlock Jason Beardsley
March 27	2023-2024 Annual Action Plans Update Guided Pathways Scale of Adoption Assessment	DPAC Maria Muñoz/Guido Delpiccolo
April 10	Cancel (spring break)	
April 24	2023-2024 Annual Action Plans Update Vision for Success/IE Dashboard (IEC Report) Update: Strategic Education Plan	DPAC Hannah Lawler Jason Beardsley
May 8	2023-2024 Annual Action Plans Update	To be scheduled
May 22	Review 2024-2025 Annual Actions Plans with Budget Committee input	DPAC
June 12	Tentative Budget for 2024-2025	Chris Bonvenuto
June 26	Start process for report on 2025-2026 Action Plans	DPAC