



A meeting of the Santa Monica Community College District Planning and Advisory Council (DPAC) was held on Wednesday, March 13, 2024. This meeting was conducted in person in the SMC Student Services Building Room 396 and via Zoom Conference.

I. Call to Order -3:07 p.m.

II. Members Present

Mike Tuitasi, Administration, Chair
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
James Stevenson, CSEA Representative
Martha Romano, CSEA Representative
Cecilia Jeong, Associated Students President

III. Minutes of the DPAC meeting on February 28, 2024: Motion was made by Peter Morse and seconded by Chris Bonvenuto to approve the minutes. *Unanimously approved.*

IV. Public Comments – None

V. Reports: Associated Students President Cecilia Jeong’s report included the following A.S. activities:

- Attending the national student advocacy conference in Washington, D.C. to share SMC and community college priorities with legislative representatives
- Continuing outreach efforts for student representatives on DPAC subcommittees

VI. Superintendent/President’s Response to DPAC Recommendation (*See page 3*). Dr. Jeffery’s response indicates that 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. The group who presented the proposal to name the Student Services Building in honor of Robert Adams will be notified of the funds needed. Once the funds are in place to cover the costs of honorific naming, she will forward a recommendation to the Board of Trustees for consideration.

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 Hesel Seconded: Kennisha Green

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

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 4-5*)

DPAC Recommendation to Superintendent/President

Motion was made by Peter Morse and seconded by Cindy Ordaz that DPAC forward the recommendation to fund items as presented in the IEC and Outreach request to the Superintendent/President for consideration.

It was further recommended by the Budget Committee 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 was unanimously approved.

2. Update: Information Technology Strategic Plan. Calvin Madlock, Chief Director of Information Technology, highlighted the following visions of the IT Strategic Plan:
 - Vision 1: Modern and Reliable Technology
 - Vision 2: Planned and Secure Technology Environment
 - Vision 3: Outstanding Student Experience
 - Vision 4: Ready and Able IT TeamLink to: [IT Strategic Plan Presentation](#)
3. Update: Mission and Vision Statement Task Force: The first draft of the Mission Statement has been completed and circulated for review by the college constituency groups (due March 18th). Upon receipt of input, the Task Force will meet to prepare a second draft which will be circulated again to the college community in early April. The timeline for finalizing the Statement has been pushed back to allow more opportunity for input by the college community.
4. Update: Strategic Education Plan, 2024-2029. The updated [SEP Website](#) includes the following:
 - Link to the survey to help guide SMC's strategic planning process with input from the college community;
 - Members of the workgroup;
 - Timeline;
 - Documents that the consultancy Kennedy & Company has delivered throughout 2023-2024 that shed light on education program development opportunities;
 - Links to additional planning documents.

VIII. Adjournment – 4:07 p.m.

Meeting schedule for 2023-2024 (second and fourth Wednesdays each month at 3 p.m.)

March 27

April 24 (meeting on April 10th was cancelled)

May 8, 22

June 12, 26




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	