



Santa Monica Community College District
District Planning and Advisory Council
MEETING – JUNE 8, 2016
MINUTES

A meeting of the Santa Monica Community College District Planning and Advisory Council (DPAC) was held on Wednesday, **June 8, 2016** at Santa Monica College, HSS 301 Conference Room, 1900 Pico Boulevard, Santa Monica, California.

I. Call to Order – 3:07 p.m.

II. Members Present

Teresita Rodriguez, Administration, Chair Designee
Nate Donahue, Academic Senate President-Elect, Vice-Chair
Mitra Moassessi, Academic Senate Representative
Erica LeBlanc, Administration Representative
Katharine Muller, Management Association Representative
Howard Stahl, Faculty Association Representative
Robert Villanueva, CSEA President
Lee Peterson, CSEA Representative
Jesse Randel, Associated Students President
Sam Ross, Associated Students Representative

Others Present

Steve Chen
Sandra Franco
Heather Haro
Matt Hottsinpiller
Ferris Kawar
Hannah Lawler
Jenny Merlic
Walter Meyer
Eric Oifer
Christine Schultz

DPAC Coordinator

Lisa Rose

III. Motion was made by Jesse Randel and seconded by Katharine Muller to approve the minutes of the DPAC meeting on May 25, 2016, as corrected.

Unanimously approved

IV. Agenda

- A. Motion was made by Mitra Moassessi and seconded by Jesse Randel to elect Fran Chandler Vice-Chair for 2016-2017. *Unanimously approved*

B. The Budget Planning Subcommittee forwarded the following recommendations approved on June 1, 2016:

In an effort to increase budget transparency, the DPAC Budget Committee recommends to DPAC that the Student ID Fee's name be changed to the General Fund Fee or the College Services Fee or some other name that more accurately matches the fee's purpose.

Made By: Martinez

Seconded by: Ross

Ayes: 12

Noes: 0

Passed Unanimously

The Budget Committee recommends to DPAC that the IEPI Indicator for Fund Balance have a stated goal of 5% and that the Budget Committee continue to review this goal moving forward.

Made By: Martinez

Seconded By: Romano

Ayes: 7

Noes: 3

Motion Passed

DPAC approved the recommendations with a vote of 6 ayes, 2 noes and requested that they be forwarded to the Superintendent/President for consideration.

C. Master Plan for Education Update, 2016-2017: DPAC reviewed the report *Significant Trends and Observations of the Institutional Effectiveness Committee in 2015-2016*. It is the role of the Institutional Effectiveness (IE) Committee to review data and identify some areas that might need attention. It has been DPAC's practice to review the annual IE report and identify potential institutional objectives for the Master Plan for Education update. However, since the IE Committee is an Academic Senate Committee, the IE recommendations must first be deliberated and approved by the Academic Senate before consideration by DPAC. Therefore, DPAC reviewed the following observations provided in the report:

- Program Learning Outcomes
- Successful African American and Hispanic Students: CTE Completion Rates
- Employee Average Vehicle Ridership
- Collegiality

D. Enrollment Strategies/FTES: The following documents were distributed for review:

- 2015-2016 Enrollment Summary (Credit, Non-Credit, All Resident FTES, Non-Resident FTES, Headcount)
- 2016-2017 Enrollment Summary (Credit, Non-Credit, All Resident FTES, Non-Resident FTES, Headcount)
- Summer/Fall 2016 Enrollment Summaries 2015-2016 Enrollment (Credit, Non-Credit, All Resident FTES, Non-Resident FTES, Headcount)

Summer 2016 enrollment is slightly ahead of summer 2015; Fall 2016 enrollment is slightly behind fall 2015. There is concern about the declining enrollment which is a statewide trend. Some reasons for the decline include: (1) Demographics are changing with fewer high school graduates; (2) strength of the dollar is an issue for international students; (3) there is extreme competition with other institutions for non-resident/international students; and (4) applications for summer and fall have decreased.

Strategies to address the 10-12 percent decline in enrollment include:

- Looking at ways to remove barriers to enrollment and streamline the process
- The Implementation of Multiple Measures
- Increasing communication to students
- Condensing the enrollment cycle
- As we look forward to the next academic year, we are looking at non-traditional ways to incentivize enrollment; offer incentives to enroll or enroll in more courses; and attract new markets

The Budget Committee will be discussing ways to generate revenue and decrease expenditures to forward to DPAC.

Suggestions from members of DPAC included:

- Use faculty for outreach and marketing
- Late start classes
- Address transportation and parking issues
- Look at faculty members that students might not want to enroll in their classes
- Be more strategic in scheduling
- Allow students who are not passing at mid-point to re-enroll as a repeat

V. Adjournment: 4:55 p.m.

Meeting schedule through June, 2016 (second and fourth Wednesdays each month at 3 p.m.)

2015-2016

June 22

2016-2017

July 13, 27

August 24, 31

September 14, 28

October 12, 26

November 9

December 14

January 11, 25

February 8, 22

March 8, 22

April 12, 26

May 10, 24

June 14, 28

VI. Council of Presidents Meeting

The Council of Presidents set the agenda for the June 22, 2016 DPAC meeting.

A. Reports

- DPAC Planning Subcommittees
- Academic Senate Joint Committees
- Associated Students
- Accreditation Update
- Response from Superintendent/President on DPAC recommendation(s), if any

B. Agenda

- Responses to 2015-2016 Institutional Objectives
- MPE Update: Review Technology Objectives, 2016-2017