Meeting Notes

NAME OF COUNCIL/TEAM: Executive Leadership Team	

| **OBJECTIVE OF MEETING:** Discuss College Happenings | |

| **DATE OF MEETING:** 09/12/2022
TIME: 3:00pm-5:00pm | **LOCATION/ROOM #:** Student Center Board Room
CALL-IN NUMBER:N/A
CALL-IN CODE: N/A |

FACILITATOR(S): Melanie Dixon

ASSISTANT: Sue McCoy

MEMBERS PRESENT: Melanie Dixon, Kevin Hill, Carina Hoffpauir, Brian Knirk, Frank Kobayashi, Veronica Lopez, Nicole Nugent, Alisa Shubb, Bill Simpson, Caitlyn Spencer, Scott Crow, Jennifer Laflam, Robert Snowden, Jeff Stephenson

INVITED GUEST(S):

SUPPORTING RESOURCES (ITEMS READ IN PREPARATION FOR AND/OR BROUGHT TO MEETING):

Attached Files:
ELT Notes 05.09.22 (draft) (/Agenda/DownloadFile?fileId=978)
College Update on Core Inquiries (DRAFT) (/Agenda/DownloadFile?fileId=988)

UPDATES AND BRIEF REPORTS:

Topic	Person(s) Responsible	Notes
Council / Project Team Highlights from Written Reports	Council Leads / Co-Leads	Operations Council - First meeting next week. Student Success Council - Written report will be submitted - Presented ISER core inquiry responses as information item - First meeting for Marianne Harris as co-lead. Institutional Effectiveness Council - First meeting on the 19th

| Constituency Group Highlights from Written Reports | Constituency Group Leaders | Faculty
- Approved statement of values
- Collaborating with program review with an equity focus
- Developing process to handle course substitutions
- Discussion items include professional development, accreditation, student-centered course language, online assessment implications and new technology, exploring impact of COVID protocols

Classified
- Retreat this week

Students:
- Approved a few bills including funding student leadership conference
- CAEB now officially meeting in person
- All CAEB members except Kevyn are new
- Approved funding for constitution day and voter registration
- Preparing event to highlight constitution day
- Club rush event on September 20 to increase clubs
- Creating athletic spirit event and sophomore breakfast

Question: Heritage month coming up - any planned activities
Nothing currently planned but been thinking about it and want to tie in with learning communities

Question: DACA action week in October - any planned activities
Haven't yet discussed, will bring up in next meeting

Management
- Nothing to report |

ACTION ITEMS:

Question	Person(s) Responsible	Notes and Decision(s)	Next Steps
Approval of 5/9/22 ELT Notes	Melanie Dixon		Approved

| Review / Approve Core inquiry Responses | Frank Kobayashi | 0 | - Fall 21: submitted self-evaluation report
- Spring 22: visiting team reviewed ISER and provided comments via core inquiries; four inquiries for the college and two for the district; used councils to prepare responses to inquiries; district inquiries responded to by the District Office staff
- Following approval by ELT, responses will be submitted to ACCJC
- Team then visits for a few days in October
- Thumbs up approval |
| | Jeff Stephenson | | |

DISCUSSION ITEMS:

Question	Person(s) Responsible	Notes and Next Steps
90-Day Action Plan: Outreach	Jeff Stephenson	Topic moved to Discussion Items - District engaged an outside agency (Gravenberg Group) to assist with outreach and recruitment - 90-day action plan being rolled out to the college next Tuesday, 3 pm - Plan will also be presenting to all the senates - Beginning to set metrics for recruitment - Communication plan also being discussed to share information with new students - Looking into CRM system to follow-up with prospective students - Looking at other groups outside of just high school seniors - Using Beavers Build Together website - All four college presidents were tasked with improving outreach and recruitment - Equity focus on outreach efforts - address lifelong learners, recapturing individuals lost during the pandemic - Retention: cheaper to keep student then get a new student, can't complete goals if we can't keep the students - Community partnerships with community-based organizations (i.e., Highlands Adult Charter) - Will be looking for an individual who will be based at Highlands to provide over 7,000 students a pathway - Hoping to have some influence over Spring 23 enrollment

- Anything we apply a strategy to has to be measured
- Glad to hear that equity focus was presented today
- Adding more individuals to outreach team
- District originally going to employ an SRM using a modified model in PeopleSoft but it didn't work well
- Now moving to a CRM - customer relations module - to track students, communication, etc.,

Questions/Answers
- Is this a district initiative or college only?
- District initiative; movement toward centralized processes with a goal of efficiency.

- Concern - each college has unique demographics and is each plan college specific?
- Shared element will be setting metrics based on college information; each college determines their own targeted populations

- I hear a focus on traditional learner and lifelong learner; where does career ed fit in?
- There's a starting point and then building on that; need to look at programs and determine which ones are loosing students; ask the question "why"

- Why was Gravenberg and what is their experience with equity?
- It's headed by an African American male who has been in a variety of roles; multiple presentations by various groups and Gravenberg was thought to be the best fit; a consultant was chosen because it was a district-wide initiative

- How are students going to be involved in the development of communication? Will students help to craft messages? Focus groups?
- Focus groups mentioned in the plan; always need to ask does the message make sense to students
- Gravenberg selected at a time when faculty were off contract; they met with teams of managers, outreach folks, etc.; now is time to bring in students and faculty
- UNITE Center and categorical programs are excellent places to get input

- Different segments of the population may need to hear the message in a different way, How is the message delivered? Email or other means?
- Phone, email, generic methods currently used; Call Center at the DO; chatbot - only as efficient as the amount

| | | of input used to create it
- Chatbots can take years to become sophisticated - 94% of the questions get a response; it's worked on every week; there's a different chatbot on each college website with college specific questions addressed

- Perhaps we could use the Student Design Team to ask the chatbot all kinds of questions?
- Yes

- Are the colleges going to get the data relative to uncompleted applications? Also, demographically, who stepped out and at what part of the process did they stop?
- Possibly pulled from crystal reports; should be able to pull demographic information; may be more difficult as far as finding out where in the process the student stopped applying
- CCCApply has a built in barrier for apprenticeship students; wondering if there are other groups of students who are encountering similar barriers |
| Back on Campus Update | Frank Kobayashi | - Gradual reopening of the campus
- Spring 22: 70% online; 30% face to face
- Fall 22: 58% online; 42% hybrid and face to face
- Major decline when all classes taught online
- Having move face to face classes appears to have a positive impact on enrollment
- Will be expanding face to face classes in spring 23
- Need to start thinking like a medium-sized college as opposed to a large college
- Need to be more thoughtful when scheduling face to face classes; increase block scheduling to make it work the student's time to come to campus for classes; avoid long periods of empty time between face to face classes
- Will likely never get back to 80% face to face like we were prior to the pandemic
- Looking to find a balance
- Opening buildings has resulted in an increase of student activity every week
- Once we figure out where students want to be, we'll need to see if they're successful
- A lack of a district-wide remote policy has caused some confusion
- Districts that do not have a vaccine mandate have seen an uptick in enrollment
- Silent quitting is a real thing
- Still so many unanswered questions |

Questions/Comments
- Have we asked students who returned what the difficulty was? Was it technology?
- A survey was done but responses were sparse

- There are significant financial burdens for students - fees, books, computer, etc.,
- Student financial issues are real and definitely burdens; we haven't solved but have acknowledged

- Students come to college for the college experience; don't want to deal with a faculty member who doesn't respond; is paid the same salary whether they actually teach or not
- Perhaps offer more hybrid classes particularly for higher-level courses
- Need a personal touch for student retention
- During COVID, all faculty were forced to teach online and not all instructors should teach online
- Recognition by faculty for shared student frustrations
- When offering both online and in-person classes, the online classes fill first

- How is it being communicated to faculty that this is a safe environment? Am I safe?
- Looking for data on infections rates but data wasn't available
- Primarily looking at data for specific counties in our service area; can break it down by zip code but can't be specific to the college

- What information do we have and how are we communicating with our community
- Share with the President ways to share that information with our constituency groups
- Need to have an awareness of protocols
- Deans might be able to share how many faculty were out last semester with COVID - would give us an idea
- For planning, would be helpful to share all data available for individuals to process and make the best decision for themselves

- Lack of food on campus
- Formerly in a contract with Aramark
- Food trucks were brought in but we couldn't provide the base foot traffic needed to adequately support
- Brought in Canteen for grab and go
- Steve's Pizza and a local coffee shop also contacted but insurance costs were too high

		- Koue worked with the District to reduce the insurance and Steve's Pizza and coffee service will be brought into the cafeteria - Expired food from Canteen
Strategic Planning: Strategies	Melanie Dixon	- Strategic planning process is historically a college-wide approach - Just prior to pandemic, ARC had developed strategic goals - New approach currently going through Chancellor's Cabinet is to look at reviewing/revising strategies every year while goals have a longer cycle - Strategic goals will be developed every six years and will be reviewed every year - Strategies would then be reviewed and updated every year - Draft now being reviewed by constituency groups across the district - Will look at ARC strategies following accreditation process - Data provided was aggregated so wondering where the disaggregated data went - Each of the colleges should be able to get the data for their respective institution - Interest may be to have a smaller number of strategies that the entire college can focus on

ITEMS FOR FUTURE CONSIDERATION:

Topic	Contact Person
SEAP: Student Equity & Achievement Plan for 22-25; (will be on agendas for all councils and senates); due November 30 Status Update: Institutional Equity Plan Student Petition Process Housing HomeBase Integration Communication Plan	