

RIO HONDO COMMUNITY COLLEGE DISTRICT PLANNING FISCAL COUNCIL MINUTES

Tuesday, April 12, 2016, 2:30 p.m., Board Room

Members Present: Joanna Schilling (VPAA & Co Chair), Robert Bethel (Co-Chair and President, AS), Henry Gee (VPSS), Myeshia Armstrong (VPFB), Dr. Kevin Smith (1st VP, AS), Katie O'Brien (2nd VP, AS) Michelle Bean (Secretary, AS), Sheila Lynch (Parliamentarian), Dr. Adam Wetsman (Past President, AS), Dr. Sergio Guzman (President, RHCFA), Julius B. Thomas (Faculty), Jeannie Liu (Faculty), Mark Littrell (Faculty), Sandra Rivera (CSEA), Sean Burton (ASRHC), Javier Cano (ASRHC), Dr. Vann Priest (Mgmt. AA)

Members Absent: John Frala (ASCCC Rep.), Suzanne Frederickson (CSEA), René Tai (CSEA), William Ashby (ASRHC), Dr. Mike Muñoz (Mgmt. SS)

Staff Members: Howard Kummerman (Dean, IRP), Reneé Gallegos (Recorder)

- I. **Call to Order-** Robert called the meeting to order at 2:37pm
- II. **Acceptance of Minutes** – The minutes of March 22, 2016 were consensed upon with minor corrections to page 3.
- III. **Co-Chairs Report** – JoAnna reported that she and Robert will be reviewing the Service Animal BP and AP and will bring it back to this body when it is ready.
- IV. **New Business**
 - **SEMP Action Plans** – Joanna reported that we are spending an hour and fifteen minutes at the Institutional Planning Retreat this Friday to discuss the Strategic Enrollment Management Plans (SEMP). You received a copy of the draft action plans from Reneé for PFC and from Howard who handles the retreat. The document shows the categories broken out into three columns: proposed action plan, timeline and the responsible area. How much do we want to discuss this here today? The same document will be reviewed at the retreat on Friday.

Adam commented that feedback from faculty especially those in Counseling are critical because they know the challenges our students face such as during registration, utilizing Access RIO and these types of issues. If we focus on those things and include some professional development for faculty and classified staff that would be best. Ensuring student success, not just enrollment management, also focusing on keeping enrollment up is critical. We must also support the cause for our students to have a positive experience here at RHC. In the past we have focused solely on FTES. We need to be asking students how they feel when they use the library, how they feel when they walk on to campus and things of that nature.

Javier inquired about bullet 3a. Create a pilot for fast-track ADT's. Will we be creating these fast tracks at the retreat on Friday?

JoAnna explained that we will not be developing the fasts tracks at the retreat. A student will receive a planned out schedule if they are participating in a fast track. As far as the survey, we can assume that the students total experience back in 2012 is very different in 2015-2016.

Howard responded that students were asked about their experience in the last survey.

Julius reported that one thing he would like to see is on new intakes. Is there a step by step process somewhere to assist students when they are registering? At CSULA they get a step by step procedure when registering. Our students do not know that they have to make an account and check their student email after it has been set up. If students knew ahead of time that they have to set up accounts that would help them out.

Henry reported that Rachel set up the step by step process that is on the college website. This walks the student through the process. The difficulty is that most students don't have two monitors available to them. The other caveat is that CCCApply has its own processes in place which we can't alter. We have tried sending letters in the mail but that is not cost effective. Now students receive an email letter from Henry.

Mark reported that he has a friend that markets to the tech industry and he recently had an epiphany while in class. A student was going back and forth with Mark that he had sent in an assignment. After talking to the student and having him log into the portal he could see line after line of unread emails. The student was unaware of this account and Mark was amazed at the situation himself until he experienced this visual illustration that Julius speaks of.

Sergio reported in the system there is a new process if you click on "Get Started" it has every sequence from registration process to applying for Financial Aid. If you have a chance, please familiarize yourself with the process. Maybe we need to clarify this to students and make it more prevalent.

Michelle gave her perspective. We are making the assumption that the students are reading. We are used to memos, if students were to see a link they will click on it and follow. She is speaking from her own experience with her son and emails are glanced at. Cerritos College sent her son a letter through the regular mail that showed what the next steps were. Sacramento College sends links to students. We all agree that email is not an effective way to communicate with today's student. What they are responding to now is SNAPCHAT. Maybe that is a question we should be asking in the student survey.

Julius reported that the Counseling department is texting students and they are responsive.

Howard reported that many colleges use Black Board Connect to communicate to students. We can certainly revisit this idea. We have the numbers and technology available.

BP/AP Review (11 items)

The following BP is recommended for deletion in that the material is covered in BP 3430, Prohibition of Harassment and AP 3435 Discrimination and Harassment:

- ❖ BP 7160 Sexual Harassment - [Consensus reached.](#)

The following BPs have been revised:

- ❖ BP 3820 Gifts - [Consensus reached.](#)
- ❖ BP 5010 Admissions and Concurrent Enrollment - [Consensus reached.](#)
- ❖ BP 5015 Residence Determination - [Consensus with edits.](#)
- ❖ BP 5040 Student Records and Directory Information - [Consensus reached.](#)
- ❖ BP 5050 Student Success and Support Programs - [Consensus with edits.](#)
- ❖ BP 5110 Counseling - [Consensus with edits.](#)

- ❖ BP 5130 Financial Aid - [Consensus with edits.](#)
- ❖ BP 5700 Intercollegiate Athletics - [Consensus with edits.](#)

The following APs have been revised:

- ❖ AP 5013 Students in the Military (revised by Senate) - [Consensus reached.](#)
- ❖ AP 3510 Prevention of Workplace Violence and Disruption (PFC Sub-Committee/Senate)

This body had concerns with the committee that would be convened to determine that bullying had occurred. There are many gray areas and there is no concrete definition. It is more common to have bullying between a supervisor and a subordinate. Should the supervisor be a part of the committee to determine if bullying occurred that would be a problem for many.

JoAnna clarified that that an investigation would be conducted by someone who is trained; this is our current practice.

Henry reported that on the Student Services side it is simpler for them because the Dean of Student Affairs is charged with upholding the Student Code of Conduct. It is very black and white.

When you involve faculty, staff and administrators then it becomes gray. You can have parties who do not agree with the language or can interpret it in their own way. How do we ensure that people are adequately trained?

Henry touts Shaina who has been trained, has the knowledge and expertise in this area. He is not comfortable with a committee who has not been sufficiently trained. Henry cited the October, 2010 letter from the Office of Civil Rights and that we should use the language they used in regards to the training component.

JoAnna reported that this is coming from fear that the upper level administrators would come in and the administration would determine the outcome.

Sheila responded that there may be a tendency to lean one way depending on one's own interpretation.

Sandra reported that she would like to see the following language. A subcommittee made up of the Title IX Coordinator, Compliance Officer, President of the RHCFA or designee and President of CSEA or designee, in addition, a suggestion to train the campus community about this BP, similar to the sexual harassment training, should be initiated.

Kevin responded that this is an effort to try to head off an investigation. Sometimes the investigation causes damage.

Sheila reported that she was part of an investigation years ago. There were staff who had to investigate others and there was no merit to the claim. Had it gone to a subcommittee, it would have been dealt with at that level. It was not and the situation dragged on.

AP 3510 was pulled for further revision. Concerns were raised regarding convening a subcommittee of individuals who may not have the knowledge or expertise to make the determination of bullying. It was also suggested to include specific language that the Title IX and Compliance Officers be a part of this committee and that individuals who are on the sub-committee receive ongoing training.

V. Unfinished Business – No items.

VI. Committee Reports

PFC Sub-Committees

- Safety – No report.
- Staffing – Report below.
- IEC – Report below.
- Program Review – Report below.
- Facilities – No report.
- Equipment & Technology – No report.

Other Committees

- Staff Development – Report below.
- Basic Skills – Report below.
- SLO – No report.
- Distance Education (DEC) – No report.
- Student Equity – Report below.

Staffing – Howard reported that this item will be discussed at the Planning Retreat.

IEC – Howard reported that aside from the retreat, the IEC is working on the Climate Survey. Students and staff will receive it in late April or early May. We will go through the same process visiting random classrooms. The Deans and faculty members will be included in this process. All of your help is requested during this time. The results will be tabulated and a report will be generated after summer.

Program Review– Howard reported that Program Review is complete. We will review the Executive Summaries at the retreat as well as the Institutional Goals and Objectives.

Sheila inquired if the Program Review Executive Summaries will come forward to PFC like they have in the past.

Howard responded that the process is a little different in that a rubric was used this time around. Marie Eckstrom can certainly come to this body to present possibly at the next PFC meeting. This helps us look at priorities and it will be good to have Marie come in and we can discuss what came out of the retreat and what we want to do in the new year.

Staff Development – Katie reported that the 2nd new faculty session was held. The numbers were very disappointing so we need to get more buy in from the Deans. We have ongoing workshops and we want them to be valued. We are also recruiting for the RHC Leadership Academy. Applications were received and we have to notify applicants. An orientation will be held on May 12th at 4:30 pm. Deans and Managers will be invited to attend the orientation. The SANFACC Mentor Program is also finishing up. Our campus will host the closing reception on May 12th at 6:00 pm. The deadline for the next round of applications has also passed.

Basic Skills – Sergio reported that we did not get the BSI grant. We scored enough points on the rubric but the State did not have enough funds for everyone. We were missing points on how we collect data. We have an opportunity now to work in conjunction with a local Cal State School to revisit applying for a partnership grant.

JoAnna reported that it was disappointing that RHC was not funded. JoAnna was a reader and scorer for the grant applications because she was curious on how the process works. Different people read the proposals. The area that was most challenging was the action plan. Are the objectives measureable as well as outcomes? If we had known what we needed to demonstrate that it would have been easier to make the cut. Moving forward, we have centers and classroom space where we can remediate CSU students. We can focus on faculty entry groups creating alignment with the high schools and Basic Skills. We would be able to boost up our Basic Skills delivery. Developing the agreement and connections is critical. Henry is helping with this and CSULA has been responsive. There are only five grants two in the Southland and three up north in the amount of \$2.5 million.

JoAnna reported that Student Equity money has been awarded. We should have brought that here to this body and will have a report on April 26th. The information sheet is posted on the website.

VII. Announcements

Javier reported that the Washington D.C. trip went very well. Special thanks was given to Flor Sandoval for scheduling meetings with local legislators and to Russell Castaneda-Calleros for his guidance when students were speaking to legislators and staff. We were well prepared compared to other students. We put a very polished foot forward. There were 350 students from over 500 schools with about half from California. There are different ways for students to fund their travel for this conference. Ralph Nader knew about the Student Rep fees for students. Those funds can be used to advocate for students. We met with Congresswoman Linda Sanchez who validated all the things that the students presented. She even tweeted about the visit. ASRHC President Will Ashby will give a presentation at the Board Meeting tomorrow.

Sheila reported that the Writes of Spring will be held next Wednesday and Thursday. It will include the student film festival, poetry and readings.

VIII. Public Comment – No public comments were made.

IX. Adjournment – Robert adjourned the meeting at 3:55 p.m. The next PFC meeting will be held on April 26, 2016, 2:30 – 4:00 p.m., Board Room.

Important Dates:

Friday, April 15, 2016, 8-3pm, Institutional Planning Retreat, Whittier Radisson

Friday, May 6, 2016, 5:30 pm, Mid-Quad – A Taste fo Rio

1. Develop trustworthy, accurate data and a reliable system for planning, projecting, and monitoring FTES.		
Proposed Action Plan	Timeline	Responsible Area
a) Research EM software products, including ESS, to determine the best system for our EM plan. Products being considering are revised ESS, Tableau data warehouse.	Spring 2016	Academic Affairs, IR&P, IT
b) Solicit input and buy-in from users	Spring 2016	Academic Affairs
c) Decide on new EM system and begin design. Essential features must include: i) consistent data ii) Access to data reports regularly iii) Dashboard with user-configurable features (ad hoc reports)	Summer- Fall 2016	Academic Affairs, IR&P, IT
d) Implement new system	Spring 2017	IT, IR&P
e) Provide ongoing training about how to effectively use data	Spring 2017	Academic Affairs, IR&P, IT

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2. Develop common protocols and basic understanding and knowledge for all employees responsible for scheduling and/or monitoring schedule and college performance relative to best business practice metrics for enrollment management, including WSCH/FTEF, fill rates, use of scheduling matrix, use of waitlists, strategies for assignment of FTEF, sections, class additions/class cancellations.		
Proposed Action Plan	Timeline	Responsible Area
a) Provide ongoing training	Spring-Summer 2016	Academic Affairs
b) Evaluate scheduling for student ease, accessibility, program course sequencing	Spring-Summer 2016	Academic Affairs
c) Develop EM reports: fill rates, high demand lists, success rates, etc.	Spring-Summer 2016	Academic Affairs
3. Enhance partnership, collaboration, and communication between student services and academic affairs leadership to enhance a culture of student centeredness, and address collaborative enrollment management topics, such as student assessment scores, student educational plans, Student Success and Equity Plans, First Year Experience/Title V/Trio grant activities, outreach activities, marketing of programs, waitlists, and priority registration, to name a few.		
Proposed Action Plan	Timeline	Responsible Area
a) Create pilot for fast-track for ADTs	Fall 2016 (Spring 2017)	Academic Affairs, Student Services
b) Enhance K12 partnerships by adding academic component to Outreach (including recruitment for MESA, TRIO, EOP&S, SHP, FYE in high schools, not after students arrive at RHC)	Fall 2016-Spring 2017	Academic Affairs, Student Services

c) Develop Rio Road to College workshops for K12 parents	Fall 2016 - Spring 2017	Academic Affairs, Student Services
d) Host K12 Summit with RHC and all area HS counselors, faculty, administrators	Fall 2016	Academic Affairs, Student Services
4. Create clear procedures and assignment of roles relative to enrollment management as well as centralization/identification of enrollment management leadership.		
Proposed Action Plan	Timeline	Responsible Area
a) Develop a working structure for enrollment management procedures	Spring 2016	Academic Affairs
b) Renew Enrollment Management Committee	Spring 2016	Campus Leadership
c) Identify an enrollment management "champion"	Spring 2016	Campus Leadership
d) Develop a manual of enrollment management procedures, definitions, and information	Summer-Fall 2016	Enrollment Management Committee
e) Specify faculty, staff, administrative responsibilities and regularly communicate	Fall 2016	Enrollment Management Committee
f) Hire scheduling analyst to ensure schedules are student centered and consistent with student demand/need and can be a resource and provide training	Summer 2016	Academic Affairs

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5. Modify classroom and lab facilities allocation practices in order to maximize space allocation by departments/divisions.		
Proposed Action Plan	Timeline	Responsible Area
a) Implement new version of R25	Summer 2016	Academic Affairs, IT, Facilities
b) Develop comprehensive classroom usage reports	Fall 2016	IT, Facilities, Academic Affairs
c) Re-purpose labs experiencing usage decline	Summer 2016	Academic Affairs
d) Provide time of day reports: afternoons, summer, and week-end timeframes and evaluate usage throughout college's open hours	Spring 2016	IR&P, Academic Affairs
e) Promote classroom sharing among divisions/ Departments	Spring-Summer 2016	Academic Affairs
f) Identify individual responsible for monitoring facility use	Spring 2016	President/Superintendent
6. Develop research with data specifically tailored to enrollment management. Create a greater connection and interaction between Institutional Research & Planning (IRP), Information Technology Services (ITS), and decision makers to develop appropriate inquiries.		
Proposed Action Plan	Timeline	Responsible Area
a) Develop data warehouse with widespread access and query capability	Fall 2016	IT, IR&P
	Fall-Spring 2016	IT, IR&P, Academic Affairs

b) Create dashboards of routine and special reports accessible to all deans, faculty, counselors, administrators	Fall-Spring 2016	IT, IR&P, Academic Affairs
c) Provide historical trend reports	Fall-Spring 2016	IT, IR&P, Academic Affairs
d) Provide projections of high school graduation rates	Fall-Spring 2016	IT, IR&P, Academic Affairs
e) Refine scheduling software		
7. Regularly determine and report statistics for high school graduate enrollments at RHC from area feeder high schools, and prioritize maintaining and increasing those enrollments.		
a) Evaluate data and practices	Spring-Fall 2016	Academic Affairs, Student Services
b) Develop clear transitions from high school to RHC for more efficient enrollment/access opportunities	Fall 2016-Spring 2017	Academic Affairs, Student Services
c) Coordinate and enhance outreach efforts with K12, student services, and academic affairs	Fall 2016-Spring 2017	Academic Affairs, Student Services
d) Define/expand priority registration capacities	Fall 2016-Spring 2017	Academic Affairs, Student Services
8. Holistically evaluate program mix vis a vis age distribution projections and educational attainment of service area population.		

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Proposed Action Plan	Timeline	Responsible Area
a) Analyze programs relative to regional colleges and universities	Spring-Summer 2016	Student Services
b) Create a "brand" for RHS non-credit programs	Summer-Fall 2016	Academic Affairs, Marketing
c) Develop additional continuing education programs aimed at mature learners	Summer-Fall 2016	Academic Affairs
d) Focus on pathways for adults (evening degree pathways, class offerings at work site, etc.)	Summer-Fall 2016	Academic Affairs
9. Using results of Student Media Preferences Survey, prioritize engaging marketing messaging that focuses on RHC benefits to students and that utilizes social and digital media.		
Proposed Action Plan	Timeline	Responsible Area
a) Re-brand campaign for best programs	Summer-Fall 2016	Marketing
b) Update college logo	Summer-Fall 2016	Marketing
c) Increase outreach to older populations	Summer-Fall 2016	Marketing
d) Highlight new programs and initiatives	Summer-Fall 2016	Marketing
e) Develop culture that "we are all RHC ambassadors"	Fall 2016 – Spring 2017	Campus Leadership
	Fall 2016 – Spring 2017	Campus Leadership

f) Create a more attractive environment for students (food, activities, parking, wifi)	Fall 2016 – Spring 2017	Marketing, Academic Affairs, Student Services
g) Develop Rio as the “1 st Choice Option”	Summer - Fall 2016	Marketing
h) Create clear communication on pathway opportunities	Fall 2016 – Spring 2017	Admissions & Records, IT
i) Complete Degree Works	Fall 2017	Academic Affairs, Student Services, IT
j) Develop completion dashboards for students (from Degree Works)		
10. Develop and provide clear, thorough, coordinated and customer-friendly communications and instructions to students about Admissions and Financial Aid processes, pathways, timelines, and procedures.		
Proposed Action Plan	Timeline	Responsible Area
a) Provide clear one-stop services	Fall 2016-Spring 2017	Student Services
b) Create full matriculation opportunities prior to entry	Spring 2017	Student Services
c) Email students with reminders	Fall 2016- Spring 2017	Student Services
d) Answer phones in a customer-friendly way		
e) Answer in-person questions, behind the counter, in a customer-friendly way		

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f) Revise website to customer-service language		Marketing
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