



FOOTHILL-DE ANZA
Community College District
Office of the Chancellor

CHANCELLOR'S ADVISORY COUNCIL
Meeting Summary
January 19, 2018

Present: Judy Miner, Danya Adib, Becky Bartindale, Anthony Cervantes, Karen Chow, Mayra Cruz, Isaac Escoto, Karen Hunter, Kristy Lisle, Kevin McElroy, Joe Moreau, Thuy Nguyen, Dorene Novotny, Tim Shively, Marisa Spatafore, David Ulate, Chris White

I. Welcome

Chancellor Miner welcomed council members.

II. Approval of December 9, 2017, meeting summary

The December 9, 2017, Chancellor's Advisory Council (CAC) meeting summary was approved by consensus.

III. Draft 2018 Legislative Principles (revised version distributed at meeting attached)

Council members reviewed the modified draft of 2018 Legislative Principles distributed at the meeting. There was consensus to amend federal principle 5 in response to Mayra's suggestion to include a statement of support for a pathway to citizenship. In response to Isaac's question regarding the meaning of "qualified community college transfer" in state principle 8, Judy agreed to clarify the statement. Tim commented that he appreciates the language in state principle 24 as pensions are under attack statewide.

IV. Shoppers/droppers research (presentation attached)

David and Kristy presented research regarding fall 2017 shoppers (i.e. students who applied to one or both of the colleges and entered into the registration system but exited without registering for a course) and droppers (i.e. students who registered but dropped all courses before classes started).

David advised that about 4,000 of the students considered shoppers ended up enrolling somewhere else, with most enrolling at four-year institutions. He stated that he is doing a preliminary analysis of courses the students took when they were attending Foothill and/or De Anza to try and determine what courses they might have been interested in taking. Kristy added that it appears that the California Polytechnic University, San Luis Obispo, students were interested in music and anthropology. She noted that the college has started advertising directly to four-year students through their campus publications and will refine marketing tactics as the data continues to be analyzed. In addition, she

spoke about efforts to contact students who dropped all courses to provide resources and encourage reenrollment.

David shared an analysis of fall 2016 applicants that shows there were a significant number of students who applied to both colleges, applied to one but enrolled in both, and applied to one college, but enrolled in the other. In addition, there were more than 11,000 students who applied to one of the colleges but did not enroll. Kristy indicated that there is an opportunity for strategic outreach to these students and suggested that joint marketing might be a smart way to proceed.

Danya questioned whether the requirement to get an add code after the first week is a deterrent to students, and Joe responded that the new student mobile application, which is under development, will allow students to obtain an add code directly from an instructor that can be entered through their phones. Danya also mentioned that students attending classes at both colleges end up paying higher fees. Anthony advised that students are able to have the fees waived at the second campus, but he acknowledged that the waiver is not yet an automatic process.

Chris commented that it would benefit the district to remove obstacles that make it difficult for students to move between the colleges. Tim suggested that a shuttle between the colleges be considered, and Marisa noted that De Anza students were surveyed regarding a shuttle last year. Karen Hunter advised that the financial aid process is challenging for students attending both colleges and suggested that the district be more proactive in helping students navigate interdistrict processes. Joe advised that the application and financial aid processes could be configured to be the same for both colleges, but it would require college leaders to come to an agreement regarding business practices. He added that it is an opportune time to consider changes as the district moves to Banner 9.

Judy remarked that being able to look at a student's entire Foothill-De Anza history could make a difference under the state's proposed new funding model and directed the presidents to start discussing ways in which the colleges' business practices could be brought into alignment.

Karen Chow spoke of the need to empower and provide incentives to faculty who come up with innovative ideas. She suggested that having a central point for gathering ideas at the district level that would be transparent might help to break down silos and allow all ideas to be considered. Marisa commented that the Enrollment Advisory Team serves that purpose at De Anza College currently. In response to Thuy's comment about putting aside innovation funds for employees to access, Karen wondered if a cross-district initiative might be a possibility.

V. Enrollment management

Discussion of this item was postponed to the next meeting.

VI. District governance committee/constituent group reports

Discussion of this item was postponed to the next meeting. It was noted that meeting minutes for each of the district governance committees are available online at the following links:

- District Budget Advisory Committee http://www.fhda.edu/_about-us/_participatorygovernance/C-budget-advisory-committee.html
- Human Resources Advisory Committee/District/District Diversity and Equity Advisory Committee <http://hr.fhda.edu/diversity/c-meeting-minutes-and-agendas.html>
- Educational Technology Advisory Committee <http://ets.fhda.edu/governance-committees/etac/index.html>

VII. Other information and updates

Karen Hunter asked for nominations for the Leo Contreras FHDA Classified Professional Service Award and advised that more information is available on the De Anza College Classified Senate workshop at the following link:

<https://www.deanza.edu/gov/classifiedsenate/cpdday/LeoContrerasCPSERVICEAward.html>

The meeting adjourned at 3:55 p.m.

Fall 2017 Shoppers & Droppers*

Were these students enrolled at other institutions
during Fall 2017?

** Data shown here are based on records were able to match through the National Student Clearinghouse.*

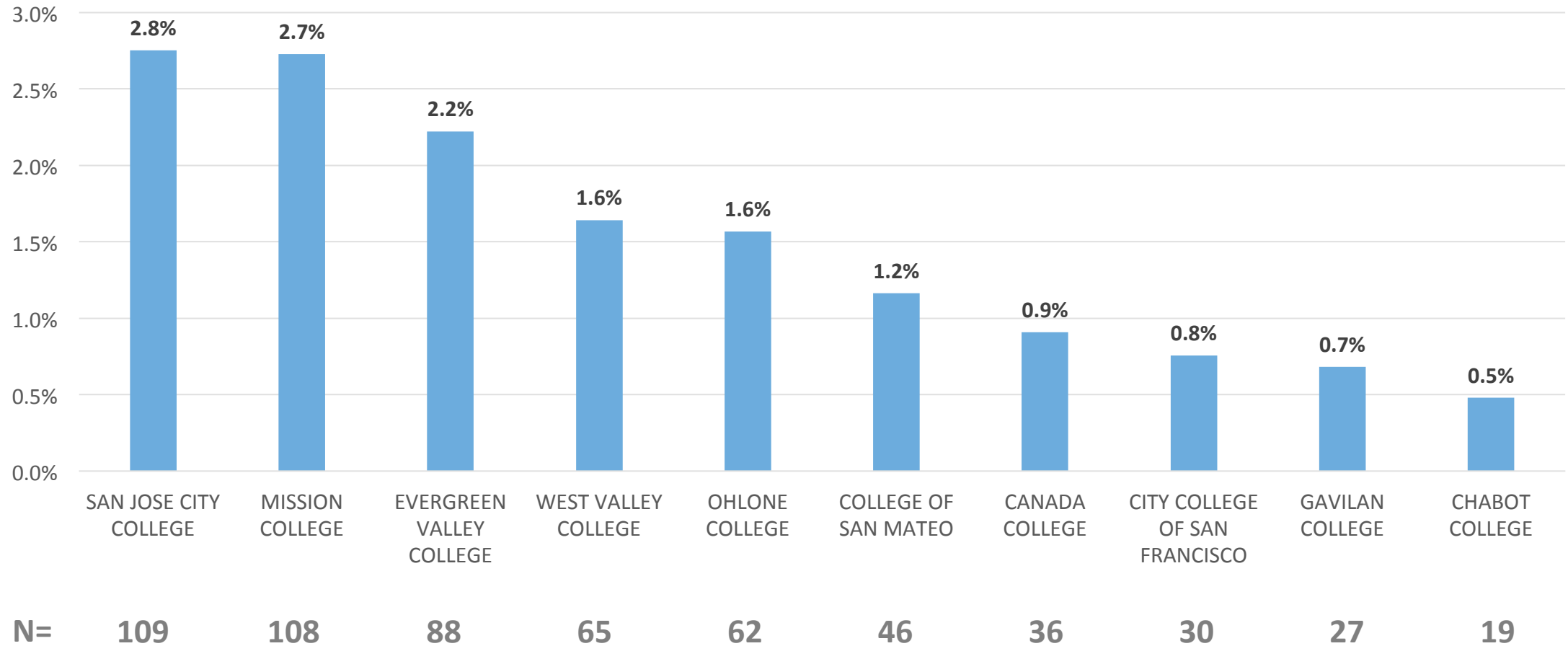
Shoppers: At what type of institution were they enrolled?



Note: Local includes SJCC, Mission, West Valley, Evergreen Valley, CSM, Canada, SJSU, Stanford, Menlo, Palo Alto and Santa Clara.

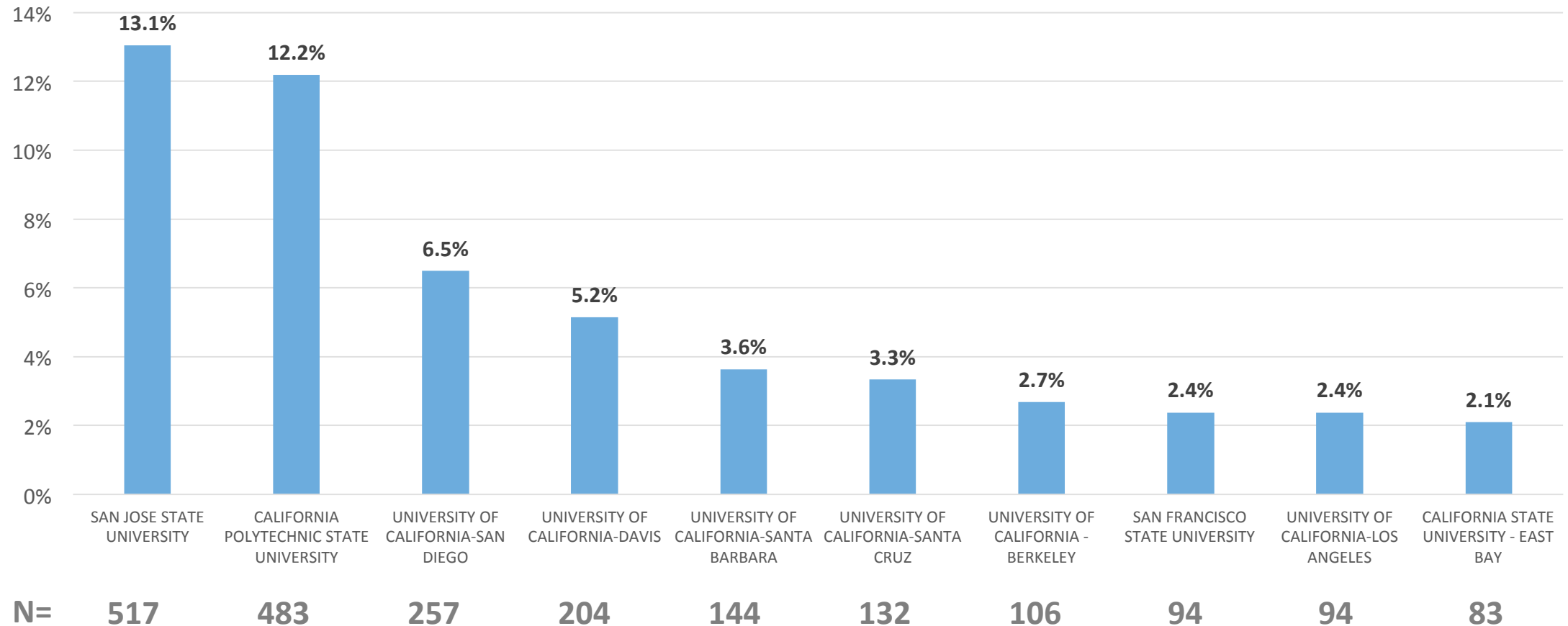
Shoppers: Top Ten 2-year colleges

Percent of All Shoppers

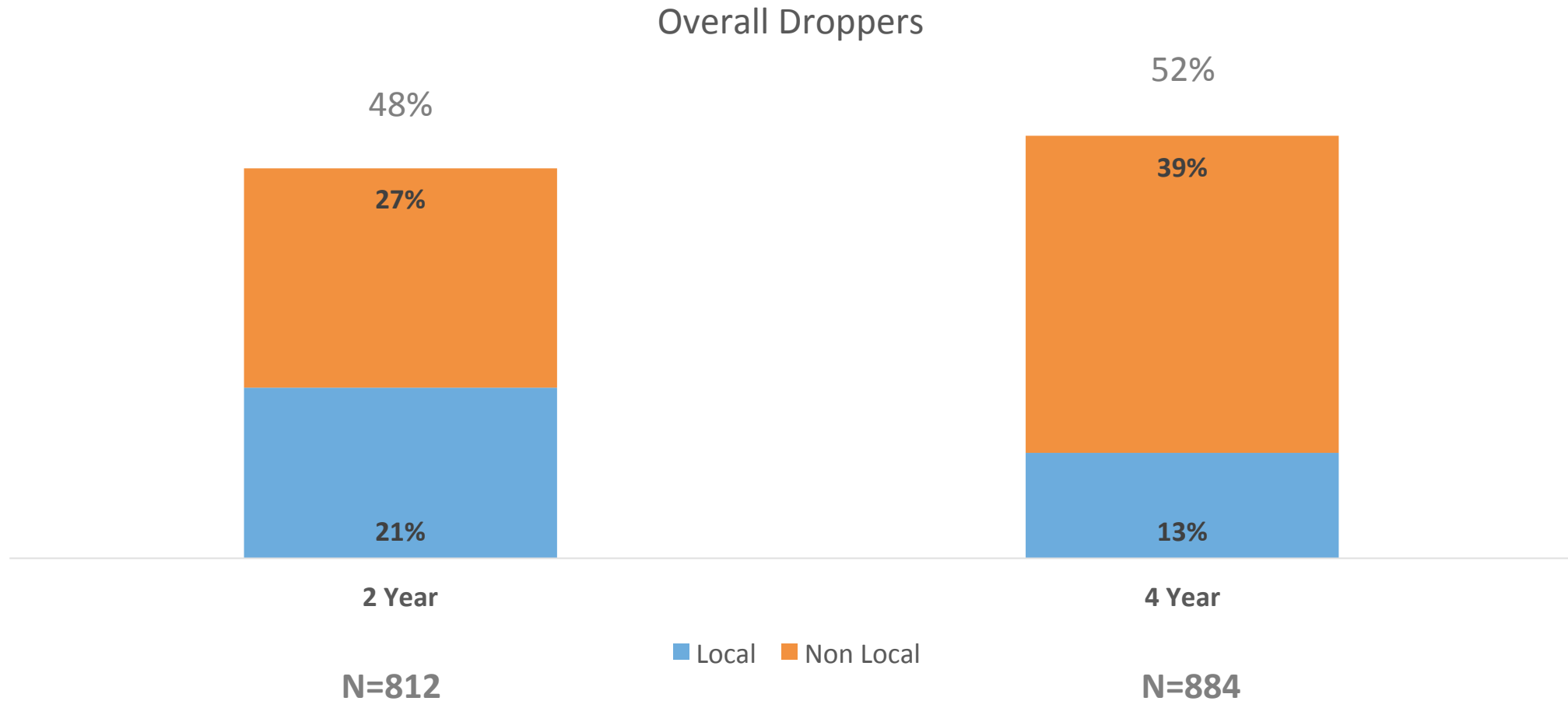


Shoppers: Top Ten 4-year colleges

Percent of All Shoppers



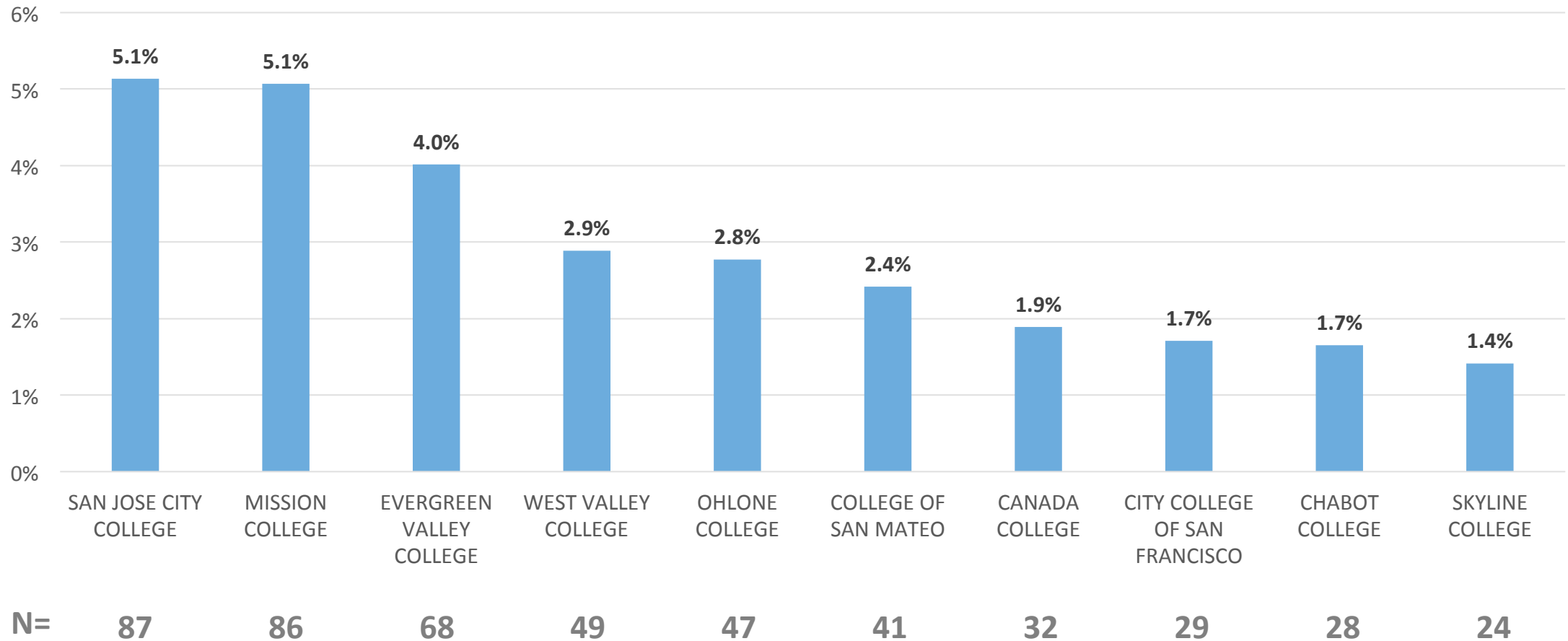
Droppers: At what type of institution were they enrolled?



Note: Local includes SJCC, Mission, West Valley, Evergreen Valley, CSM, Canada, SJSU ,Stanford, Menlo, Palo Alto and Santa Clara.

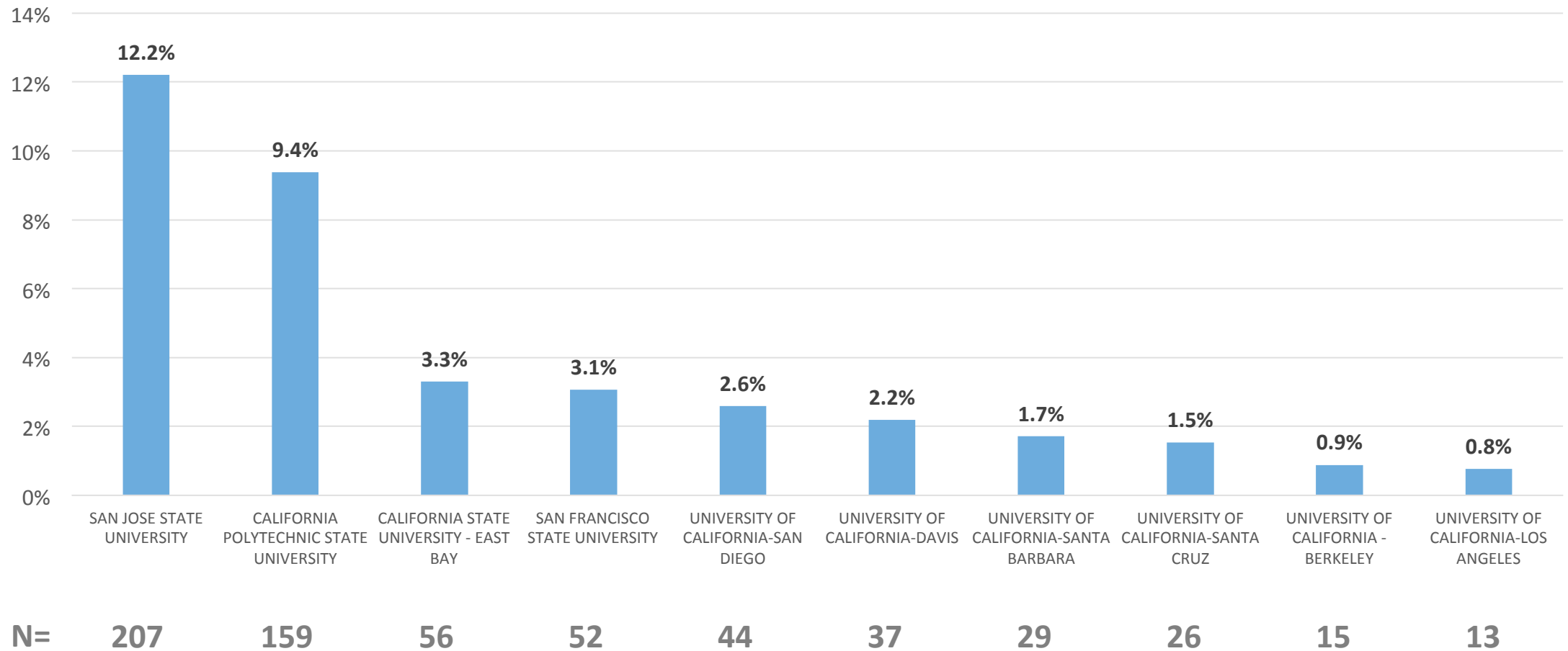
Droppers: Top Ten 2-year colleges

Percent of All Droppers



Droppers: Top Ten 4-year colleges

Percent of All Droppers



Outreach: Shoppers

Number of Fall 2017 Shoppers from July - September

8,798

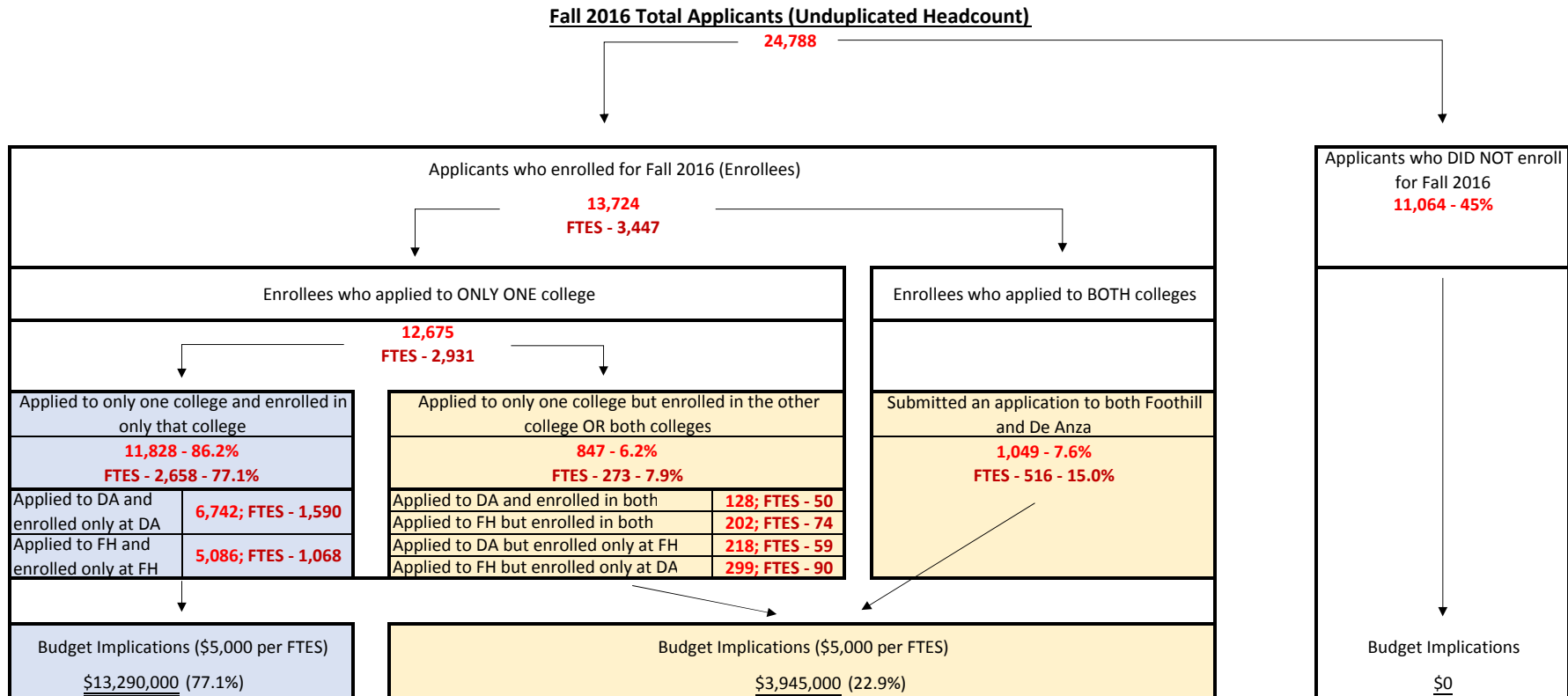
Number of Shoppers who enrolled at Foothill in the Fall

682

Number of Shoppers who enrolled at De Anza in the Fall

939

Questions: Where did Fall 2016 applicants enroll? What are the FTES implications of those enrolment outcomes?



Note: Apprenticeship courses were excluded. All other FHDA courses were included in the analysis.

Takeaways

- 1) Approximately 23 percent of Fall 2016 FTES were generated by students who demonstrated an intent to enroll at both colleges.
- 2) "District" students accounted for approximately \$4,000,000 in revenue to the district for the Fall 2016 term.
- 3) "District" students generate more FTES (per student) than "College" students.
- 4) Approximately 45 percent of Fall 2016 applicants were not enrolled in a course at either college at the end of the Fall 2016 term.