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 Moasses, 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 Moasses 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