

**May 7, 2018**

**2:00-4:00 p.m.**

**Room AC217**

**Present:** Cara Kreit, Cheo Massion, Christina Leimer, Connie Siegenthaler, David Everitt, Elizabeth Pratt, Peggy Dodge, Steven Newton, Nicole Oldendick, Nicole Cruz (guest), Jonathan Eldridge (guest), Greg Nelson (guest, via phone)

**Absent:** Alexander Vassiliou, Amy Diaz, Emy Bagtas

## **MINUTES**

### **Agenda**

Agenda approved for the current meeting.

### **Minutes**

Minutes for 4/2/18 meeting were approved. The rating on Student Success 1.3 will not change, but a note will be made in the final strategic plan progress report that the indicator does not include certificate-seekers.

### **EPC Report Discussion before Presentations**

Prior to Champions' oral presentations, members discussed questions and comments that arose based on their review of written reports.

#### **Regarding College Systems 1.1**

- How is space utilization ratio defined?
- What master plan and program are referred to in bullet 3 of the report?

### **Champion Objective Presentations**

**Objective SS 1.2:** Increase the degree, certificate and/or transfer-seeking student persistence rate by 6 percentage points within 3 cohort years beginning with the Fall 2014 entering cohort.

- An integrated student success/equity/BSI plan has goals related to recruitment, retention, achievement, and professional development. Work is underway on all of these goals.
- Guided pathways includes counselors mapping courses, working with chairs to revise the master schedule to improve students' ability to expeditiously complete required courses.
- Curricular revision and development continues in order to meet evolving students' needs. Support structures have been established.

- The objective has not been achieved. Students' part-time enrollment is cited as one of the reasons the objective is not met. An EPC member suggested a wording change for the reasons why the objective is not met.

**Objective SS 1.4:** Reduce disproportionate impact for students as identified in the Student Equity Plan (SEP) from Spring 2014 to Spring 2017.

- Disproportionate impact is calculated based on a pre-defined formula by the Chancellor's Office. The CO is modifying the Scorecard and metrics, which we hope will align with the next strategic plan cycle.
- Work has been done on all of the action steps. Some have been accomplished, some are still underway. Learning communities and programs like COMPASS are expected to have a strong impact on closing achievement gaps. By the end of the transformation grant (June 2019), the College will have a richer set of integrated approaches to eliminate disproportionate impact.

**Objective CS 1.1:** Fully utilize the Indian Valley Campus (IVC) to achieve District goals of financial sustainability, enrollment growth and meeting community needs.

- In bullet 3, the "master plan" refers to the facilities master plan. "The program" refers to the IVC Organic Farm & Garden, which supports multiple credit/non-credit programs and community partnerships. The report will be modified for clarification.
- Space utilization ratio is calculated based on data from Banner, Facilitron (how many labs/classrooms in use at any available time of day), and the hours the College is open. A lot of space at IVC has been taken offline due to renovations and is not in the calculation.
- Headcount has declined because of renovations; the College is not pushing as many classes to IVC during this time.
- IVC is under significant construction. Additionally, an interest study for potential employee housing located at IVC was completed.

**Additional Objective 2:** Strengthen College of Marin's visibility and image within Marin County and beyond.

- The President's Office works closely with College Services on enrollment campaigns that tie-in to current events, programs, or initiatives.
- Enrollment campaigns, performing and fine arts offerings, course schedules, the SSU partnership, and other programs are communicated to the external community through strategic advertising utilizing a variety of media.
- Website migration is almost finished across the College. Web teams are now looking to add templates and rich media.
- Social media use is growing including a collaboration with ASCOM on a student Snapchat filter contest.
- COM is the exclusive education sponsor for Giving Marin.

- EPC members had questions about how the metrics are tracked. The social media indicators are based on Facebook analytics. Web sessions are visits to any of the pages on the COM website. Further analysis is needed to determine if launching the site via a default homepage counts in the number of web or homepage sessions.

### **EPC Discussion/Rating of Progress**

#### Ratings

#### **Student Success 1.2:** Increase student persistence rate

- Activity: Yellow
- Objective Met: No

#### **Student Success 1.4:** Reduce disproportionate impact

- Activity: Green
- Objective Met: No—though some progress has been made

#### **College Systems 1.1:** Full utilization of IVC

- Activity: Green
- Objective Met: No—2 of the 3 indicators have been met

#### **Additional Objective 2:** Strengthen COM visibility and image

- Activity: Green
- Objective Met: No—targets are unrealistic. If this objective is carried forward, indicators should be reassessed.

### **Updated EMP/Mission/Strategic Plan Timeline**

PRIE is currently drafting the environmental scan. Common themes from the external impacts survey have been integrated into the draft. Content area specialists have also been consulted to contribute to the document.

**Next meeting:** May 21, 2018

Agenda items include Student Success 1.5 and planning process over the next year.