

**Educational Planning Committee**

**March 10, 2025**

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

**AC 217 & Zoom**

**Present:** Holley Shafer, Brier Welch, Mary Kesler, Kathleen Antokhin, Meg Pasquel, Hector Saez, Alina Varona, Julian Solis, Emily Fox, Logan Wood

**Absent:** Eresa Puch

**Review Agenda** – Agenda approved

**Minutes from last meeting 2/24/25:** approved

**Discussion with Jon Horinek:**

**Strategic Priority:** Make COM the Best Place to Study and Learn

**Five-Year Goal:** Increase student enrollment for underrepresented populations and expand existing areas of strategic growth via smooth entry, supported momentum, and equitable success across transfer and career pathways.

- **Enrollment Strategies**

- Expand dual enrollment opportunities with K-12 partners
- Create data sharing agreements with K-12 schools to target enrollment growth
- Focus on strategic enrollment growth with emphasis on equity and underserved populations
- Optimize course scheduling (weekend/short-term courses, DE offerings) to meet student needs
- Improve capture rate from local high schools
- Facilitate noncredit ESL to credit course transitions
- Continue to track momentum, including completion of math and English in year 1
- Ensure students are seeing counselors regularly and have SEP in place

- **Discussion of enrollment in Summer Bridge programs**

- Post-Covid decline in Summer Bridge enrollment
- More questioning on post-high school education, especially 4-year degrees
- Opportunity cost of not working for 3 weeks
- Goal to look at the reasons why the enrollment is decreasing
- Potential strategies: strengthen partnership with 10k Degrees, financial incentive

- **Fraud Prevention and Admissions**

- 40-60% of CCC Apply applications are fraudulent, using stolen identities
- Implementing new verification processes:
  - Financial aid not awarded until students physically prove identity
  - IP filtering to block multiple applications from same address
  - Potential use of ID.me feature for identity verification (currently 25% completion rate)

- Challenges: Balancing fraud prevention with maintaining accessibility
- **FAFSA/Financial Aid Completion**
  - Current FAFSA completion rate: 48% of students
  - Potential 5-year goal: Increase to 58-63% (10-15% increase)
  - Strategies:
    - Include DREAM Act applications in metrics
    - Incentivize FAFSA/DREAM Act completion
    - Find ways to integrate FAFSA requirement into onboarding steps
    - Leverage classroom communication for reminders/assistance
- **Student ID Cards and Tracking**
  - Only 20% of students currently have COM ID cards
  - Exploring new ID card system with QR codes for phone-based use
  - Potential uses: Library access, lab check-ins, event attendance tracking
  - Challenge: integrating technology across systems; Making ID cards necessary/useful to increase adoption
- **Data Management and Student Tracking**
  - Transitioning from SARS to ConexED platform for appointment scheduling and student services
  - ConexED features: Cohort management, communication tools, integration with various departments
  - Goals: Improve tracking of student participation in programs/services, centralize data for decision-making
  - Challenges:
    - Ensuring widespread adoption and proper implementation across departments.
    - Currently there is no system for students to sign in to ConexED.

**Strategic Priority:** Make COM a Catalyst for Community Change

**Five-Year Goal:** Reduce environmental impact institutionally and locally via collaborative efforts to address transportation, housing, waste, and energy generation/consumption issues which disproportionately impact underserved communities in Marin.

- **Transportation Initiatives**
  - Moving students to Clipper cards for transit (target: Spring 2026)
  - Working to reinstate express bus from San Rafael
  - Focus on schedule optimization between campuses rather than shuttle service
  - Challenges: Voter approval for transit funding, limited service in some areas (e.g., Mill Valley)
- **Housing Considerations**
  - Future student housing should prioritize locations with convenient transit access (e.g., on Sir Francis Drake Blvd)
  - Must ensure compliance with affordable/below-market-rate housing requirements

**Discussion of implementation teams:**

- Holley solicited additional input from MSC team for interest in working on goal implementation teams, shared current list of areas/departments and employees

Meeting Adjourned

Next meeting: Monday, March 24th