

Vice President's Report March 6, 2017 Academic Senate Meeting

IPBT

The Instructional Planning and Budget Team (IPBT) is currently considering Instructional Equipment requests. We initially received about \$820,000 in requests and the allotted budget for Instructional Equipment this year is approximately \$500,000.

In our meetings in IPBT, the last two weeks, our discussions have centered on considerations of the requests based on our criteria, starting with a definition of instructional equipment as items used in the classroom for instructional purposes. Other things we consider in this process is whether the items requested were mentioned in Program Reviews, whether the items are allowable e.g. are they more appropriately facilities or ETS requests and not instructional equipment, did a particular program already receive Strong Workforce Initiative funds or Perkins grants monies they could use for an item, etc.

I expect that the final decisions on Instructional Equipment will be made over the next two weeks and will provide the Senate with an update at that time.

To see the current requests we are considering, please visit our IPBT Instructional Equipment page at:

<http://www.deanza.edu/gov/IPBT/instructionalequipment.html>

I would welcome you to come visit IPBT meetings as a guest – our meetings are open to the public. We meet Tuesdays, from 4-5 pm, Administration 109.

Enrollment Advisory Team

The Enrollment Advisory Team is a committee that formed last Spring at the request of faculty in order to have a more coordinated effort with administration on how we schedule classes, monitor and support enrollment on our campus. It is headed up by Vice President of Instruction Christina Espinosa-Pieb and participants include faculty schedulers, chairs, deans, and members of our Faculty Association. We met once during the Fall quarter and have met twice this quarter. Our meetings are the third Tuesday of each month. Our last meeting was February 21st and to follow are the notes from that meeting (thanks to Senator Bob Stockwell for the notes). If you have any suggestions on enrollment and any of the following items please send me your ideas to nguyenjames@deanza.edu.

1. Summer registration: Is it possible to start earlier?
 - Christina expressed concern about opening too early and losing students, and the impact on A&R and scheduling.

- Christina committed to exploring the merits of earlier registration (i.e., opening the summer enrollment window earlier, perhaps in mid-May) and will work closely with Andrew LaManque (Foothill) to share/analyze data, study enrollment trends based on FH's earlier registration window.
2. Summer: advertising
 - Questions were raised about the size of the marketing budget, forms of advertising, and the cost-benefit relationship between advertising and enrollment. It was suggested the college may benefit from ads that highlight cost-comparisons between DA and CSUs, UCs, and feature the unique aspects of DA's offerings/programs. This might also include facebook ads and streaming ads on the DA website.
 - Christina indicated marketing is constantly surveying students to determine how they are attracted to De Anza, and indicated she would invite Marisa Spatafore to present on advertising strategies/practices.
 3. Early cancellation policy (enrollment emphasis; de-emphasis on productivity)
 - Christina re-stated her commitment to working (in consultation and collaboration with deans) on a cancellation policy that gives sufficient emphasis to the pursuit of enrollment.
 4. Communication about waitlists among schedulers
 - Concerns were raised that not all deans/schedulers are aware that waitlists can/should be reduced; and that changing the waitlists in some divisions requires special effort and a circuitous route, especially once the schedule is turned in. In contrast, some members/schedulers indicated they had/have access and it was/is easy to change waitlists.
 - It was agreed that this should be discussed in the dean's meeting scheduled for 2/23, and that more needs to be done regarding communication and scheduler access.
 5. District-wide EAT
 - The district strategic plan called for the creation of a district-wide Enrollment Advisory Team. Christina conferred with Judy Miner, who indicated she had in mind EAT's on each campus, but not a joint district-wide committee.
 6. Future discussions
 - Christina suggested the next meeting focus on the issue of block scheduling.