

# President's Leadership Team Report

## December 2, 2020

**FeRita Carter**  
*Vice President, Student Services*

**Carol Farrar**  
*Vice President, Academic Affairs*

**Kristine Di Memmo**  
*Interim Vice President, Planning & Development*

**Chip West**  
*Vice President, Business Services*

**Gregory Anderson**  
*President*



### **Guests: Acting Director of Athletics, Kal Stewart**

Director Stewart shared the latest draft of the Safe Return of Athletics plan with PLT. VP Carter provided additional explanation on all aspects of the plan, answering with Director Stewart, VPs' and President's questions. This plan is the result of intense and thoughtful effort by coaches, staff, and administrative leadership. Additionally, the plan is informed by guidance from the California Community College Athletic Association ([CCCAA](#)) and directives from county and state officials. Finally, most critically the plan represents an unwavering focus on safety, equity, and the academic needs of our student athletes.

## **PLT reviewed the following information items:**

### **CARES ACT II/III Funding**

Interim VP Di Memmo provided the current expenditures and balances [report](#) for both the CARES ACT II and III funding.

### **Institutional Effectiveness Partnership Initiative: Partnership Resource Team Visit**

VP Farrar reported that the refined focus of the Institutional Effectiveness Partnership Initiative: Partnership Resource Team visit (IEPI: PRT visit) has been received by the IEPI Project Director. The summary of the refinements was presented to the Academic Senate on November 16 and will be formally addressed again at the Academic Senate meeting on December 7. The executive team thanks all College leaders for their contribution to the refinement of the IEPI: PRT focus. Meetings are scheduled in early January to prepare the RCC team for the first of two visits.

## **Giving Week**

The College's Giving Week has just concluded. Early data shows that we significantly exceeded our financial goal of \$70,000. A complete report to the College with expressions of gratitude for everyone that made this week a success will come out soon. Beyond the financial success, we were deeply moved by the testimony of our students, alumni, community members, faculty and staff who showcased stories of Access, Equity, and Success in multiple [videos](#).

## **Website Update**

The new content management system Omni-Update continues to provide strong analytics for the website.

- Since the new website launch on October 15, more than 320,060 individual users have visited the site, with a 17% improvement of the home page bounce rate compared to the previous site. This means that 17% more users are staying on the site and exploring it versus immediately going to another site or search engine.
- Nursing continues to be the highest search program on the site, with "Become a Student," the Academic Program listing, Class Schedule, and Counseling following closely behind.
- Nursing also is the #1 word in the search count, followed by Webadvisor, Counseling, Financial Aid, Schedule of Classes, and the Academic Calendar.
- Based on the website data and the search report, the web team will continue to improve the search engines and these sites with improved information and resources.
- In January, the interactive campus map feature will launch on the site.

# **PLT considered the following policy items:**

## **Strategic Planning Retreat**

Interim VP Di Memmo provided a copy of the [agenda](#) for the Strategic Planning Retreat that happened today, December 4. At the retreat the co-chairs of councils and other leaders from among the faculty, classified, and administrative ranks reviewed the Guided Pathways plan, and to evaluate the prioritization process. Every member of PLT expressed appreciation to the college leaders for their dedication to clarity and fairness in strategic planning processes.

## **Budget Planning & Purchasing**

PLT discussed ongoing needs for replacement of equipment and infrastructure items. These needs have recently arisen in various departments, partly out of recognition of anticipated funding reductions.

The VPs will continue to act with care and fiduciary prudence in moving only the most critical items in need of replacement forward. Business Services will support all departments as VPs seek to strategize and maximize savings so that the College can front load these one-time expenditures.

## **Payment Report**

RCC continues to lead the District in providing data on student payment and non-payment information. Director of Business Services Liz Tatum recently created a non-payment report for all three colleges which shows outstanding student payments/owed balances for students. PLT reviewed this information and will be working with the District and colleges on strategies to increase the payment rate of owed fees.

# **PLT took action on the following items:**

## **Enrollment, Part 1: Current Status**

The College enrollments for winter 2020 are on track with 96% of our Winter enrollment target achieved as of day 33 of enrollment. That puts the college ahead of last year's rate of 87% of target on day 33 of enrollment for Winter 2019.

As a reminder, the College experienced COVID-related under-enrollment during the current fall term, with only 88% of our Summer/Fall anticipated enrollments materializing. This was due to under-enrollments in departments/disciplines that ordinarily would have easily met enrollment targets; however, because courses were difficult-to-convert to online learning. Department chairs and deans worked to shift enrollments to other instructional areas, creating late-start courses in the fall and increasing course offerings in winter and spring.

As always, faculty, department chairs, and deans are coordinating with Admissions & Records for targeted outreach to students. Faculty are reaching out personally to encourage students to remain on their instructional pathway and enroll in winter and spring. In addition, marketing efforts have been enhanced by the college to maximize information sharing in our community. Finally, the college Enrollment Services and Outreach Team is coordinating a calling bank.

Together, we can grow our enrollment in Winter and Spring, providing more opportunity to more students.

## **Enrollment, Part 2: Calling All TIGERS**

Enrollment Services and the Outreach Team will conduct a calling bank to connect with students who are registered this fall, but have not enrolled in the Winter and Spring terms. We currently have 59 volunteers . . . and counting (and this doesn't include our student Peer Mentors!). This work to grow enrollment is important. We know that our students are being impacted by this pandemic in a lot of different ways:

- Many have lost their job
- Some are working extra hours to make up for a family member who lost theirs
- Others are helping their children or younger siblings navigate remote learning
- Some are finding it challenging succeeding in online learning.

By personally calling these students, we are telling them that RCC cares. If you are interested in participating in the calling bank, contact Dean Kyla O'Connor. Callers will receive training, a script, a list of students, and cheerleading support throughout! There are PLENTY of students to contact: please consider participating.