



EL CAMINO COLLEGE

Office of the Vice President – Academic Affairs

NOTES – Council of Deans October 5, 2023

Present: J. Anaya, J. Aramburo, L. Audusseau, J. Baumunk, D. Bradley, C. Brewer-Smith, A. Carr, R. Christophersen, W. Cox, P. Geary, R. Gonzalez, A. Grant, E. Gutierrez, A. Hernandez, K. Iino, L. Justice, S. Kushigemachi, M. Lemons, C. Lopez, C. Martin, R. McCullum, M. Miller, D. Patel, B. Price, V. Rapp, M. Sandoval, B. Sedor, R. Serr, K. Sundara, V. Unda, G. Valle, I. Zugic

Guests: S. Burnham, A. Sala, B. Thames

I. INFORMATION

Notes of September 7, 2023 - Approved as written.

II. DISCUSSION/ACTION

- A. Senate Resolution for Faculty in High-Tech Fields Involvement in Technology Selection:
Stephanie Burnham, full-time English professor and Senate VP of Academic Technology, shared onscreen the resolution passed at Senate in spring of 2023. The resolution supports faculty who need more than the standard PC or Mac to prepare and teach their courses effectively. The disciplines currently considered to be affected: Architecture, Computer Science, Computer Information Systems, Data Science, Digital Arts, Journalism, CADD, Fashion, and Games and Playable Media. If there are any other disciplines which meet the criteria as outlined, please contact the Academic Technology Committee, M. Lemons, or S. Burnham at sburnham@elcamino.edu. A copy of the resolution was included in the agenda packet and can also be found on the Academic Senate webpage.
- B. Chalk Festival Proposal: (M. Miller)
M. Miller shared onscreen a slide presentation for the Chalk Mural Festival, proposed for May 10-11 or May 17-18, 2024 at ECC. He asked for any feedback or comments. Suggestions included food trucks, close monitoring of artists and murals, and a preference for the second date in May in order to avoid Mother's Day weekend.
- C. Multi-Factor Authentication (MFA): (L. Audusseau)
L. Audusseau shared an informational video on MFA. He explained the reasons for implementing MFA and noted it is now a federal mandate for all schools with over 5000 students that distribute financial aid. MFA is only active off campus when working remote. A handout summarizing MFA was included with the agenda packet. Additional information is available on the ITS webpage at <https://www.elcamino.edu/departments/its/mfa.aspx>. Activation of MFA is anticipated in early November; official notification will be sent out.
- D. AFT Update: (K. Iino)
AFT and the District reached a tentative agreement which is pending a ratification vote by members. Invitation was extended for Council members to attend the evaluation workshop on 10/12 at 2:30p. The invite will be sent to faculty and also forwarded to VP Lopez for others who may be interested in attending. Investigation is ongoing concerning the vandalism and harassment the Federation has incurred since summer.

E. ECCE Update: No update.

F. Facilities Update: No update.

G. PBC Report: (A. Grant)

No new report, as PBC did not meet quorum at the last meeting.

H. ASO Report:

R. Gonzales reported that ASO is currently looking for a representative to replace M. Groves on Council of Deans. October events: 10/12 – ASO Student Tailgate @ 5p, Murdock Stadium; 10/24 – Student Support Expo After Hours from 5-8p, East Dining. ASO held an Open Forum on 10/4 in the Social Justice Center and received great feedback.

I. Academic Senate Report: (C. Brewer-Smith)

10/3/23 Meeting: Senate approved DEIA as the acronym for Diversity, Equity, Inclusion and Accessibility; approved updated Basic Needs Syllabus Statement; approved changes to BP/AP 4240 Academic Renewal; 2nd reading for PT senator two-year term; and reviewed Senate goals for 2023-24. VP Lopez added that the first faculty prioritization meeting will take place on 10/5.

J. Guided Pathways Report: (C. Martin)

Last week, a team attended the Guided Pathways Institute, which focused on classified professionals and their role in implementation. Summits to be held later in the semester regarding moving institutionalization forward and campuswide design principles.

K. Strategic Enrollment Management Reports:

1. Academic Affairs: (C. Lopez)

Deans and faculty working on winter/spring 2024 schedule development to meet earlier timeline in order to be competitive with other local colleges. Offering later 6-week classes during the semester are under consideration.

2. Student Services: No report.

3. Marketing Report: (A. O'Brien – notes)

Focusing on driving enrollments in late-start classes via the Gr8 campaign and running Google/Facebook/Instagram ads along with email blast in early October. Digital marketing also continues to all populations highlighted in the SEM plan.

Fall 2023 marketing highlights include:

- Applied Not Registered (ANR) campaign, with 54% of ANR students opening the emails and many website visits driven from targeted digital ads/postcards. Over a 2-month period, 9,512 enrollments were tracked.
- 693 enrollments from targeting stop-out students.
- 141 enrollments thru direct marketing to African-American and Hispanic males in our district.

III. OTHER – Announcements

A. C. Lopez thanked M. Lemons for chairing the meeting.

IV. **NEXT MEETING**: Council of Deans – November 2, 2023; 9:15-10:30 a.m.; LIB 202/Zoom