



EL CAMINO COLLEGE

Office of the Vice President – Academic Affairs

NOTES – Council of Deans

July 10, 2025

Present: J. Anaya, J. Aramburo, J. Baumunk, C. Brewer-Smith, N. Chukwudebelu, C. Dao, R. Dietz, C. Gold, R. Gonzalez, A. Grant, G. Greco, A. Hernandez, K. Iino, L. Justice, R. Lee, M. Lemons, S. Nilles, A. O'Brien, D. Patel, B. Sedor, J. Stephenson, K. Sundara, V. Unda, K. Watson, I. Zugic

Guests: A. Sala, M. Vander Horck

I. INFORMATION

Notes of June 5, 2025 - Approved as written.

II. CHAIR'S REPORT

J. Stephenson reported that Student Services is currently working on implementing Customer Relationship Management (CRM) software, which will assist in tracking prospective students and targeting social media campaigns more effectively.

III. DISCUSSION/ACTION

A. AFT Update: (K. Iino)

K. Iino announced that J. Baranski will assume the role of AFT President. She will serve as Past President in an ex-officio capacity and will share responsibilities with J. Baranski during the transition period.

B. ECCE Update: (R. Dietz)

There has been an increase in out-of-class assignments, with employees taking on duties in higher pay classifications. A reminder to review roles and responsibilities carefully before approving such changes. Some employees experiencing distress over concerns regarding job safety and job security. Contract negotiations are set to begin soon on the current agreement expiring in December.

C. Facilities Update: No report.

D. PBC Report: (J. Aramburo)

Next PBC meeting is on August 28.

E. ASO Report: (N. Chukwudebelu)

May and June events included Career & Transfer Day and Finals Madness. ASO adopted new Mission and Vision Statements, and newly elected ASO representatives for 2025-26 were announced.

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

C. Brewer-Smith reported her re-election as Academic Senate President and announced the newly elected members of the 2025–2027 Academic Senate Executive Board.

G. ECC Evolve Update: No report.

H. Budget Strategies Leadership Update: (J. Stephenson)
PBC and Budget Strategies Leadership have now been integrated.

I. Strategic Enrollment Management (SEM) Reports:

(A complete SEM monthly Board of Trustees Report is available for viewing on BoardDocs)

1. Academic Affairs: (C. Lopez)

No report.

2. Student Services: (J. Stephenson)

Issues with fraudulent enrollments persist; however, the LightleapAI program is proactively detecting and preventing fraudulent applications before they enter the system. As a result, the number of fraudulent enrollments for the fall term has declined significantly. It was noted that LightleapAI blocks only potential new fraudulent enrollments and does not address existing cases. J. Aramburo reported that more than 150 first-time students attended the First Semester Planning Session, where they received guidance on educational planning and assistance with registration. D. Patel provided an update on ongoing efforts to increase enrollment in English courses and to inform counseling of classes with low enrollment.

3. Marketing/Communications: (A. O'Brien)

Digital advertising campaigns are shifting to focus on fall promotions, with a new strategy using eblasts to reach a larger database. Purchased email lists are being used to promote short-term certificate programs, and the landing page for short-term classes in the catalog has been completed. Additionally, four student voice videos will soon launch across social media platforms.

IV. OTHER – Announcements

No announcements.

V. NEXT MEETING

Council of Deans – August 7, 2025; 9:15-10:30 a.m.; DE 166/Zoom