



**NOTES – Council of Deans
November 6, 2025**

Present: J. Anaya, J. Arámburo, J. Baumunk, D. Bradley, C. Brewer-Smith, C. Dau, B. Englert, C. Gold, R. Gonzalez, A. Grant, G. Greco, E. Guterrez, A. Hernandez, K. Iino, L. Justice, S. Kunisaki, S. Kushigemachi, R. Lee, M. Lemons, C. Lopez, C. Martin, K. Martinez, R. McCullum, M. Miller, D. Patel, E. Rice, M. Sandoval, B. Sedor, J. Stephenson, K. Sundara, V. Unda, N. Chukwudebelu

Guests: V. Unda, M. Monteverde, A. Guevara

I. INFORMATION

Notes of October 2, 2025 – approved as written.

II. CHAIR'S REPORT

Chemistry building status update. There will be testing on Monday and if all clear will open the lab spaces on Tuesday. North classrooms will require more remediation may open in two weeks. An incident on Tuesday required the building to be cleared. LAFD and LA County did hazmat testing and there was nothing above baseline. The next step is to validate how many course hours may need to be made up to ensure students get credit. M. Lemons and A. Hernandez working to assist with options. ServePro, LAFD, and LA county hazmat were impressed with cleanliness of room. Classified professionals were complimented on how orderliness of the space.

III. DISCUSSION/ACTION

A. TRiO Grants: (J. Stephenson)

Two TRiO grants were received. Grants were awarded for MESA and Student Support Services. There is a need to move fast to get people in positions to recruit due to 75% requirement by end of first year. Money has been allocated to move forward.

B. FamilyU: (J. Stephenson)

ECC is one of five colleges in the nation accepted into cohort number four. Our team is creating a PD presentation, a student/parent panel, and other activities. Our student fellow will be leading the panel. The work for the next six months is to find a committee or sub-committee for this to live within the institution.

There will be an event with children on campus, a nice opportunity for community, faculty, and students to come together. There will also be an event for expecting parents next week thanks to C. Cervantes and J. Jefferis.

C. Institutional Effectiveness Playbook: (V. Unda)

Briefly shared information and infographics regarding the playbook. A session is scheduled for 11/20 for anyone that wants to attend.

D. AFT Update: (K. Iino)

Negotiations on going with November and December meeting dates. Academic Affairs and Student Services to work on logistics regarding counseling hours. Faculty displaced due to fire still don't have key access. This will be an action item.

E. ECCE Update: (R. Dietz)

No Report.

F. Facilities Update: (W. Englert)

- Fuel tank project - underground tank removed construction scheduled to begin next month.
- Fire training in design coordination up to code and moving along.
- Softball field designed and developed with user group prepping to go to bid.
- Auto tech complete operation.
- The AC issue in the Black Student Success Center has been resolved.
- Service road work on corner of Crenshaw and Manhattan Beach went to bid and awarded. Expect an announce from Marcomm. It will take approximately two days to complete.
- Construction technology issue going to bid.
- Exterior lighting project in progress. Upgrade old controllers.
- Roofing project to bid. Meeting soon to identify the areas impacted to plan coordination between Academic Affairs and Student Services.
- Campus directory project update and add more. Physical on-site.
- Marquee project to move forward working with MarComm Manhattan/Crenshaw high end led advertising gaining traction.
- A transformer in Chem was replaced Monday after fire.
- Campus alarm upgrade project coming. Fencing leaks took time to find. Repairs done and heat to buildings addressing as soon as possible
- Hydronic pipes project planning/coordination and will roll out in phases.
- Stadium and auditorium issues are being addressed.
- Clearing storage yard by bookstore.
- Plastic sheeting on Humanities Building for next rain.

Approved list of work to be completed includes the work in Arts complex. Follow-up requested on the HVAC in Natural Sciences complex.

G. PBC Report: (K. Martinez/J. Aramburo)

R. Gonzalez provided an overview of the topics discussed at PBC such as addressing the structural deficit while maintaining services, the annual planning and resource allocation process, as well as emergency versus emerging funding needs.

There was a brief discussion around timelines for the annual planning and resource allocation requests.

H. ASO Report: (Nicole Chukwudebelu)

ASO is four board members away from full capacity. Bylaws were passed for Generative AI, the structure of the ASO, an attendance and accountability policy, and name changes. The ASO sanctioned a candy crawl event (Oct 30), College night (11/5), and the culture event. There will be a retreat on 11/18 and club rush 11/18 and 11/19.

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

Academic Senate last met on 11/4. BP/AP 4025 and BP/AP 4100 went for a first read any feedback is due to D. McClelland by 11/12. A resolution regarding AI use in grading was presented and feedback is due to S. Burnham by 11/12. M. Wolfenstein presented on RSI. Guidance for RSI will be available today at 1:15 called a tale of two rubrics how to do and what is needed. There is a call for proposals for Spring 2026 Ed Tech Conference coordinated by S. Burnham and her constituents. An overview of the oral reports was given.

J. ECC Evolve Update: (C. Martin)

There is one more summit it can be found in Cornerstone aligned with caring campus for faculty. A panel is being planned for spring. ECC Evolve has a meeting tomorrow.

The self-service procurement module is almost ready. However, due to the implementation, no requisitions will be able to be entered for two weeks. There will be announcements. If there is an emergency p-cards can be used. Colleague user group is moving into a data governance phase. A presentation at President's meeting for an update to huge list. Next items to address MIS elements and create best practices for data entry and mapping processes.

K. Strategic Enrollment Management Reports:

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

1. Academic Affairs: (C. Lopez)

As of 10/31 ECC has passed FTES projection from last fall +125, but still behind target by approximately 205. Ideally when submit positive attendance and noncredit will be closer to the goal which is critical. Deans and faculty thanked for good work.

Annual scheduling for 26/27 starting now. Rollover will happen soon beginning with deans getting faculty preference requests. Goal is to have the schedule for the year posted by mid-April. The next step is the Student Services work for registering for the current term and reserve seats in future terms.

Block schedule feedback can be sent to VP Lopez and Amy. The block schedule is not going away.

Will kickstart SEM plan update will need Academic Senate President plus one senate representative. The core team to write out the fundamental plan will consist of the VPs, possibly a dean or two from Student Services, AFT, and students so all groups are at the table.

2. Student Services: (J. Stephenson)

CRM 2.0 is moving forward. The logic model was completed and moving to the plan phase. A One-Stop Center for general services in one area. Also looking at comprehensive ed plan data and the statistics. Patience is requested as changes are made to system and process changes.

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

Will attached report to notes – send to group. Council of Deans Marketing – SEM Update – November 6, 2025

Activity	Status
Advertising / Media Buy / Email	Completed Second 8-Week Enrollment digital advertising campaigns on social platforms (<i>Facebook / Instagram / SnapChat / YouTube / Digital Display / Search</i>). Analytic Snapshot of platforms follows in next section. Launched "Close to Completion" (less than ten units) prospective list from Counseling, October 6. Sent 24,729 emails, with a 14 percent open rate. Continuing to run student-generated videos touting ECC on TikTok, IG and FB.

Short-term Class Marketing Cataloging Underway/Areas of Study	Running in above outlined digital platforms.
Noncredit Advertising	Results of noncredit advertising campaigns: E SL, Healthcare, GED/High School Diploma, and the value of CTE options. Impressions - 213,985 Total Visits - 3,941 View Through Visits - n/a Completed Video/Audios - n/a Additional results available in the campaign analysis included in the following section.
Marketing Planning / Prep for CRM Usage in Support of SEM 2.0	Training on workflow and communication campaign development in Ellucian CRM Recruit in partnership with ITS and Student Services/Enrollment Management continues. Continue to attend and participate in weekly CRM Recruit Meetings. Coordinating technical implementation of text option SparkPost with vendor and ITS.

Digital Advertising and Search Engine Marketing (SEM) *Analytic Snapshot*

Facebook / Instagram / SnapChat / YouTube / Digital Display / Search

Impressions: 989,806

Total Visits: 24,857

View Through Visits: 3,509

Completed Video/Audios: 282,881

Search Engine Marketing (Pay Per Click):

Impressions: 81,804 (clicks on the text ad: 18,358)

Calls Generated: 410

Forms Submitted or Apply/Register Clicked: 940

Top Ten Key Words and Page Visits: *Environmental Technology Certificate, noncredit certificate programs, computer science certificate, GED classes, online city college, Respiratory Care college course, short-term certificate programs, associate of art degrees, junior college classes, and GED online.*

Top Ten Pages Clicked on: Programs (5,632), Class Schedule (1,501), Start an Application/click CCCApply (920), and others include Admissions, Financial Aid, Enrollment Steps/Path to Enrollment, Visit, Calendar of Events, Chat Now Click.

Campaign Analysis

1. **SEM** top performing keywords that were searched the most for search engine marketing were environmental technology certificate, noncredit certificate programs, computer science certificate, and GED classes. The average cost per engagement is \$2.15, far exceeding industry benchmark of \$56 and an average cost per click of .16 cents.
2. **META** audiences with the highest CTR/engagement in social media are the Adult Education/Career Development and the Education Online audiences, being served English language ads. Eighty-eight forms were submitted from Facebook/IG with Adult Edu/Career Dev and Online Edu audiences with highest engagement.

3. **SNAPCHAT's** highest engagement was again the CRM list followed by the parents of teens audience.
4. **YouTube's** audiences that have the highest engagement are targeting HHI under \$70k and online Gamers. Our video view rate is more than double the industry average at 59% across both the English and Spanish campaigns. Recommendation: adding in new video creative, and running more than 1 video at a time for A/B testing.
5. **Display** has a good CTR at .37%, an increase from the previous month and above industry average and a very good CPM. Organic and paid clicks totaled over 4,200+. All audiences had good engagement with above average CTRs. The highest engaged audience being the Lookalike audience.
6. **TikTok** CTR slightly increased, but still below industry average. The campaign is still optimizing over the next couple of cycles. We will continue to monitor.

IV. OTHER - Announcements

- A. C. Lopez: Sabbaticals approved with a start of four if budget gets significantly better local/state the president may add additional approvals. Process quick and get announcement out soon ranked based on seniority per CBA.
- B. V. Unda: Playbook training qualifies for PD credits.
- C. M. Miller: Today the Anthropology museum 1 pm. lecture and film premier with an exhibition on 2nd floor of library. This weekend a new exhibition "The Sister I Never Met." Sunny War, blues singer, will perform in front of the Art Gallery on December 3.
- D. B. Sedor: Arts and cultural collective tomorrow at 8:30 a.m. for the fourth time. Everyone invited. It is not a committee, but an opportunity to share what is happening in arts and cultures. Events: Tomorrow high school preview. Saturday advance dance performance. Next week, the Laramie project that runs for two weeks with a Q and A after last show with a Psychology faculty, K. Simkins, the director, and some of the actors.
- E. G. Greco: an email today and tomorrow to register in Cornerstone for training regarding SRC accommodations and services provided on Zoom at 11:00.
- F. D. Patel: registration for winter begins 11/12; the last day to drop is 11/15 and spring registration begins 11/17. Reminder that grade forecasting is important and can impact registration.
- G. L. Justice: Registration starting earlier to be competitive for students. Forecasting also impacts repeating a course. Students should be able to see registration date no later than Monday.
- H. C. Lopez: Gave an update on bell chimes has been shut off due to system being old and loses time when turned on. Facilities looking into what can be done as far as a system update to get back up and running.
- I. C. Martin: Barnes & Noble will be here in Spring to run the student store. An email will be sent soon about spring textbook submissions. There will be an onsite bookstore manager to assist with issues such as shipping and voucher use.
- J. V. Unda: Nuventive training scheduled for 12/4 or 12/5 will be confirmed.
- K. C. Brewer-Smith: Upcoming Hair Show scheduled for 12/10 in Marsee Auditorium. Share with students.

V. Next Meeting 12/4