



## PARCEL TAX OVERSIGHT COMMITTEE MINUTES

Wednesday, April 6, 2022 Meeting

Time: 3:00 pm to 5:00 pm

Location: Zoom Video Conference

Meeting ID: 918-6732-5184

Committee Members (Present):

Mr. Oscar F. Porter, Chair

Ms. Sherrone Smith

Ms. Kathie Smith

Mr. Carlos McLean

Ms. Mali Watkins

Committee Members (Absent):

(None)

PCCD Staff Present:

Dr. Jannett N. Jackson, Interim Chancellor, Peralta Community College District

Dr. Stephanie Droker, Interim Deputy Chancellor, Peralta Community College District

Ms. Marla Williams-Powell, Interim Executive Fiscal Director, Finance and Administration

Dr. Diana Bajrami, Vice President of Instruction, College of Alameda

Dr. Kuni Hay, Vice President of Instruction, Berkeley City College

Dr. Becky Opsata, Vice President of Instruction, Laney College

Dr. Denise Richardson, Vice President of Instruction, Merritt College

Mr. Richard Ferreira, Executive Assistant, Finance (Minutes)

Guests:

Mr. Francisco Herrera, Associate Vice Chancellor, Institutional Research, District

Mr. Garth Kwiecien, Vice President of Administrative Services, Merritt College

Ms. Diamond Yeonseol Potentate, Alameda Resident

Minutes Recorded by: Richard Ferreira, Executive Assistant, Finance & Administration

1. Call to Order and Introductions – Chair Porter

Meeting was called to order at 3:00 p.m. by Chair Oscar Porter with quorum.

2. Welcome, Dr. Jannett N. Jackson

Dr. Jackson thanked and welcomed everyone to the Parcel Tax Committee and introduced herself. Dr. Droker will be leading the team of Vice Presidents and requested that everyone at the District introduce themselves.



3. Review of Agenda – Chair Porter

Motion and seconded to approve the Agenda with no changes. Motion approved unanimously.

4. Approval of Minutes - Chair Porter

Motion for the meeting Minutes from February 9, 2022 with the change to remove /or from item #6. VP of Student Services and VP of Instruction approved with the above change. Motion approved unanimously.

5. Public Comments – Chair Porter

No public comments at this time.

6. Presentation: Parcel Tax Funds and Student Success

Dr. Stephanie Droker from the District welcomed and thanked the Vice Presidents of Instruction for their hard work. She coordinated the presentation from the Peralta District to the committee.

**Dr. Kuni Hay, Vice President of Instruction, Berkeley City College**

Discussed the enrollment goals and how the college would like to ensure student success. Primarily Science, English and Counseling benefited from the Parcel Tax. Part-Time Librarian position was also benefited. The college exceeded in the Math and those areas in 2021 and had about 66% of the sections supported. It was important to note the activities supported the Parcel Tax is to augment above the services that the colleges offer.

**Dr. Diana Bajrami, Vice President of Instruction, College of Alameda**

Very well development guided pathways. The Parcel Tax supported completion of courses. It increased funding currently to 25.52%. Tutors and ESL and Part-time Librarians. Underrepresented areas and will be continued into the next year because of Parcel funding.

The number of sections funded went down, however, the number of sections this year is much higher. Now because of enrollment decline the college was more purposeful in the changes and based on the design of the courses. Overall, the number of courses cancelled declined even with the lower enrollment. Important to note the number of sections does not state the complete story.

**Dr. Becky Opsata, Vice President of Instruction, Laney College**

The plan from 2020-2022 is expiring and the college is working on a new goal moving forward. Unfortunately, COVID forced the college into a new situation and the Parcel Tax funding is what let this college keep teaching and maintained open classes. The college is focused on brining classes back (onsite) that did not have large enrollments due to social distancing.



## Peralta Community College District

AB705 legislation got rid of placement tests and allowed students to select what education they wanted. Studies show they do just as well in those courses. Whether enrollment number will increase or decrease due to vaccine mandates is uncertain at this time. It was noted that college classes were reduced as the enrollment reduced. The college was able to keep classes available in part because the Parcel Tax funding helped to augment classes.

### **Dr. Denise Richardson, Vice President of Instruction, Merritt College**

The FTEF is 70% below where they want it to be. There is a digital divide that made a considerable difference to enrollment, especially in Counseling. Not everyone has access. Drop-ins were covered online due to ability to provide additional hours from Parcel Tax funding. Instructional Aides were available due to Parcel Tax funding. Studies show that students earn 20% more when they first leave Merritt College and that roughly 400 courses were offered online.

Chair Porter thank the Peralta District team for the presentation(s). We are really pleased with the representation of the community and how Parcel Tax funding contributed to student success.

He requested from each college the primary one or two outcomes for having the Parcel Tax funding and the overall student success that was attributed by the availability and implementation of Parcel Tax funding.

**Dr. Becky Opsata, Vice President of Instruction, Laney College**, stated there is a great program but due to the declined in the enrollment the students are not able to complete in the two (2) years. The student would not be able to complete the program without the Parcel Tax funding that makes classes available. Students succeeding and finding a job was an example provided.

**Dr. Denise Richardson, Vice President of Instruction, Merritt College**, said that the college was able to keep thing moving especially when COVID came added more sections in 2020. Allied Health, is an area, where those people are needed, now, more than ever. The college offers Certificates in Nursing and this was an advantage at large.

**Dr. Kuni Hay, Vice President of Instruction, Berkeley City College**, stated during this time Parcel Tax funding helped to transition to an online environment for classrooms, tutoring and counseling. It made it possible to continue serving the students and the headcount went up but taking students were taking less classes. Now the college focus is to see if we can get students to take more classes.

**Dr. Becky Opsata, Vice President of Instruction, Laney College**, said that the situation was the same as the other colleges. The college was coming up with marketing and scheduling/programs. There is a focus on the importance of the college to the community serving 1,000 less students than last year and those students need us.



## Peralta Community College District

Also, it was noted that overall the impact of Parcel Tax on learning continues to touch students and would be lost in the interim due to the Pandemic.

Marketing Research continues on the changing demographics. Are students moving and where are they going are some the questions being asked. We need to determine if there is any way to attract students and seeing where they are and where they are located. There is a robust survey capturing students that are here. However, it is hard to track where they go and why they left. The District is working with the colleges to get the word out and do more creating scheduling. This allowed to have, for example, Saturday short term and evening classes.

There is a type coordinated effort to be developed and there is something in place so that colleges are not working separately looking to revise enrollment plan quantitative and qualitative. The District Marketing Department works with the colleges.

Merritt does not have a Public Information Officer, but not all colleges do. Things have changed dramatically. Now students have so many choices because curriculum are offer more online. Students will go where they have the most opportunities and feel the most welcomed and we want the students to come back to our colleges.

We need to communicate to the students and the public at large. Research in a way as to what is, for example, pre and post Pandemic circumstances. We need to look at the job market and understand any shifts that occurred and change the curriculum accordingly.

There was a concern noted about seeing students and wanting to know when they will be back on campus. There is an immediate need right now to get education opportunities to the community. We need to work together and come up with plans and ideas to what will work to increase enrollment.

Discussions here are happening every day at the colleges and we are trying to bring high school students to our colleges. Peralta is working well together and reaching out, for example, emails being sent to students and potential students.

Request physical data regarding the outcome of the Parcel Tax funding placed in some kind of a report. Connection between committee and college individuals.

Also being done not only with Parcel Tax, but other grants throughout the District. More data available we would have to provide it to the committee. Dr. Herrera from the Institutional Research is working with Dr. Droker to have consistent data and definitions made available to the committee.

The committee requests there are concerns to be addressed on how the Parcel Tax funds are used to help minority gaps, for example, Black and Hispanic males.



## Peralta Community College District

Important to hear from the colleges and see what they are doing regarding the Parcel Tax funding. It leads to a larger discussion than just regarding the Parcel Tax. We want to ensure the spending leads to a positive impact on the communities and the committee and individuals should understand the connection regarding the spending Parcel Tax funds.

Thank you Dr. Droker and Vice Presidents from the colleges for the information received. Information provided by the Instructional members was very informative. It is believed that more information from the Student Services area could be beneficial.

### 7. Announcement, Solicitation of Additional Committee Member

There will be no fiscal report from the District this meeting due to VC Ahmed's absence.

Looking for other members of the community to serve on the Parcel Tax Committee.

Chair Porter of will be leaving the committee because his term is coming to an end.

[Request made to invite the Vice President of Student Services to the next meeting. Focus on some of the non-instructional activities.](#)

### 8. Selecting Next Meeting Date and Time

Wednesday, June 8, 2022 from 3:00 to 5:00 pm

### 9. Other Announcements

Reiterate the need for more members and would like to have at least seven members. Please let individuals know the application is online and the determination is made by the Board of Trustees. Important to build a potential number of candidates.

[For member of the committee, we will need to select a new Chair and Vice Chair to take on the committee at the next meeting.](#)

[Draft a FY 2021-22 Parcel Tax Report for the Board of Trustees as an agenda item for the next meeting.](#)

### 10. Adjournment

The meeting adjourned at 4:45 pm.