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| ***COMMITTEE:*** | **STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE** |
| ***MEETING DATE:*** | **February 19, 2020** |
| ***LOC./TIME:*** | **T-850/10:30 a.m.-12:00 p.m.** |
| ***PARTICIPANTS:*** | Vicki Ferguson, Rudy Besikof, Mildred Lewis, Denise Richardson, Derek Pinto, Gary Albury, Rupinder Bhatia, Derek Lee, Clifton Coleman, Eleni Gastis, Terrance Greene, Janelle Tillotson, Laura Bollentino, Iolani Sodhy-Gereben, Joseph Koroma, Rene Rivas, Larena Baldazo, Karina Gonzalez |
| ***NOTETAKER:*** | **Hope Lane** |
| ***HANDOUTS:*** | **Group Exercise Drafts** |

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| **AGENDA ITEM** | **GOAL/DISCUSSION** | **ACTION** |
| 1. **Review and Approve Agenda (5 Minutes)** |  | * Rudy Besikof motioned to amend agenda to include Accreditation to Section VII. Move to approve agenda with new amendments, Laura Bollentino; 2nd Janelle Tillotson, No abstentions. |
| 1. **Review and Approve Minutes (5 Minutes)**   Approve February 5th  minutes | * Laura Bollentino motioned to approve minutes; 2nd Rudy Besikof. Minutes approved with correction. | * Correction of Besokoff Besikof; Gonzales Gonzalez. Abstentions: Gary Albury; Rene Rivas, Karina Gonzalez. |
| 1. **SEM Plan Progress-Group Exercise**   **(20 Minutes)**  Review & Feedback | * Committee discussed Program Pathways Mapper and if the program. * Rupinder Bhatia shared “gov.delivery” will be the main form of texting for students. * Each group reported out from February 19th activity. * Blue Group report out- Completed mapping initial pilot with counseling, leads and faculty. Joined pathways mapping cohort to map 70 programs by fall 2020. Plans for support strategies by May 1st; ESOL support course for AB705; ESOL Canvas support; Students surveyed for evening, weekend and early morning services; Student Success Center EV1 opened January 2020; funding issues Academic Support committee unable to fund alone. * Purple Group report out- Create materials to promote statewide mapping project, February 2020; April-October 2020 tabling programs in Quad with assistance of faculty and staff. Use of promotions tools, flyers and monitors throughout campus. Canvas Survey for students, which includes information about the qualities survey to complete via phone. Support strategies for low enrolled students. Dual Enrollment provides different FTES. * Concerns over dual enrollment classes attended by adults, which are intended for high school students only as stated in MOU. * Red report out- Extended hours in Student Services in Counseling, Admission and Records, and Welcome Center. Rebranding Laney and CTE to promote and increase awareness. Short-term online CTE courses fall 2020. PIO working with researcher to get real time information from ads. Funding from OEI Grant. Adjust course offerings in English- Late start (8 Week) and 208ABCD Courses; Adult Ed. * Green report out- Explained the Cranium Café counseling tool. Doug Cobb and Vicki Ferguson working with Distance Education committee to launch counseling tool. Doug Cobb is compiling a to-do book as a reference guide to assist users. * Joseph Koroma shared Cash for College statewide initiatives event will take place on campus Saturday, February 22nd; multi language translators will be available. Deadline for Cal Grant is March 2nd. | * Will add Program Pathways Mapper to March 4th agenda * Rudy will follow up about adults enrolling in Dual Enrollment classes and report back to committee. |
| 1. **Flex Day Group Discussion**   **(20 Minutes)** | * Vicki Ferguson to follow up with group after meeting to schedule work session. |  |
| 1. **CBT Student Focus Group Results**   **(20 minutes)**  Review and Discuss | * The results from the CBT focus groups were presented to committee. Areas of focus included Access, Application to the College, Financial Aid. Enrollment/Scheduling, success, Housing, Online Education, Canvas/Other systems, Counseling, Textbooks, AB705, Sports, Communication, Childcare, Facilities, Security, and Transportation * Committee noticed from survey results cancellation of classes and lack of notification was a student concern. * Perhaps email, phone call and lastly follow up with a text. Alert students, as soon administration know of class cancellation. Rudy stated notification only goes to Peralta email and no other email accounts (ex. gmail). Rudy Besikof shared the cancellation notification process: staff assistants will send out email notifications once a class is canceled and will include open class lists. * Karina Gonzalez suggested having more late start classes with hopes of fewer cancellations; Rudy Besikof suggested Karina Gonzales follow up with students and report back to the committee. | * Will add POST Data Tool demonstration to March 4th agenda |
| 1. **Enrollment Updates**   **(10 minutes)**  ->Rudy Besikof | * Rudy shared information of late start classes; Targets were hit for Summer & Fall; 89.45 of target as of today FTES; second of four colleges; Dual enrollment 2.3% of schedule; Janelle questioned does office of instruction keep a list of waitlisted classes since biology has most waitlisted classes. |  |
| 1. **Other-Accreditation**   **(10 Minutes)**  ->Rudy Besikof | * First draft sent out to campus and uploaded to Canvas; District will make recommendations; Please continue to review and revise Standard 2. A.6. Deadline to provide feedback is March 1st |  |
| 1. **Adjournment** | * Motion to adjourn Laura Bollentino; Rupinder Bhatia 2nd Meeting adjourned at12:01p.m. |  |

**NEXT SEM COMMITTEE MEETING –March 4, 2020 T-850- 10:30 a.m.-12:00 p.m.**