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| ***COMMITTEE:*** | **STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE** |
| ***MEETING DATE:*** | **December 2, 2020** |
| ***LOC./TIME:*** | **T-850/10:30 a.m.-12:00 p.m.** |
| ***MEMBERS:******ABSENT:*** | Vicki Ferguson, Mark Fields, Mildred Lewis, Gary Albury, Derek Pinto, Rupinder Bhatia, Larena Baldazo, Derek Lee, Clifton Coleman, Suzan Tiemroth-Zavala, Inger Stark, Janelle Tillotson, Terrance Greene, Laura Bollentino, Joseph Koroma, Iolani Sodhy-Gereben, Katrina Santos, Elizabeth Maher, Precious Gerardo, Chris Weidenbach, Gelser Zavala, Jessica Garcia (**Quorum: 11)**Derek Lee, Chris Weidenbach  |
| ***NOTETAKER:*** | **Hope Lane** |
| **AGENDA ITEM** | **GOAL/DISCUSSION** | **ACTION** |
| 1. **Review and Approve Agenda**

**(5 Minutes)** | * Mark Fields 1st, Precious Gerardo 2nd.
 | * Motion passes, agenda is approved.
* To update agenda with [Guest Speaker President Rudy Besikof] as agenda item #3.
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| 1. **Review and Approve**

**Minutes** **(5 Minutes)****November 18, 2020** | * Laura Bollentino 1st, Mark Fields 2nd.
 | * Motion passes, minutes are approved.
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| 1. **Updates**

**(10 Minutes)****🡪Rudy Besikof** | * Rudy Besikof stated his appreciation towards the work and efforts of the SEM committee.
* Spoke of 2020 Equity Champion of Higher Education award Laney College received from the Campaign for College Opportunity.
* Rudy Besikof directed a question to the committee concerning enrollment management.
* Spoke of the issue of when courses are canceled due to low enrollment numbers or low interest.
* How to combat these issues so Laney College doesn’t become a “school of disappointment” for students.
* Would like suggestions and discussion on ideas and plans to prevent and lower the chances of canceling classes/courses.
* Iolani Sodhy-Gereben added that Title 5 states that courses in programs which have not been offered in 2 years should be removed from programs.
* Has mentioned this to management a few times before.
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| 1. **Enrollment Update**

**(10 Minutes)****🡪Mark Fields** | * Mark Fields provided updates on Spring 2021 enrollment numbers as of December 1, 2020.
* Currently enrollment is 25% of target numbers.
* Productivity numbers are at 4.11%.
* Mark Fields spoke of issues with enrollment numbers and process.
* Mentioned issue of having to change/edit class schedule up to the date of enrollment.
* Spoke of current marketing efforts, plans to implement phone banking to contact student who haven’t enrollment yet.
* Mentioned that Laney College is a little over its allocation.
* Plans of cancelling classes, will discuss with Department Chairs and counselors.
* Terrance Greene asked why were there changes to the class schedule at the last minute.
* Mentioned how counselors look at the skeleton draft of the class schedule at least 2 weeks before enrollment period.
* Mark Fields clarified of issues with the class schedule.
* Errors in the class schedule due to scheduling/time conflicts of labs and courses.
* Some classes had the wrong times listed.
* Mentioned class cancelation deadline (1st week of January).
* Won’t cancel class without considering students’ alternative class that students could be transferred to.
* Terrance Green inquired if the issues could be fixed early, as errors in the class schedule is a reoccurring issue.
* What could be improved/make smoother?
* Mark Fields spoke of the Scheduling Taskforce and that a meeting occurred earlier today.
* At the meeting taskforce discussed those issues and more.
* Currently looking at the processes and systemic issues. Brainstorming and discussing ways of how to improve.
* Vicki Ferguson spoke about the taskforce.
* Members of the taskforce: Department Chairs, Deans, Constitutes.
* Added suggestion to include representatives from Dean Mildred Lewis’s department such as counselors.
* Spoke of wanting a master calendar for course scheduling process: 1st draft due date, draft review date, etc.
* Mildred Lewis spoke about the evaluation sheet used in her department.
* Evaluation sheet lists courses needed for degrees/transfers.
* Spoke of updating sheet and offering it to other deans as a resource to know what classes/courses are needed/required.
* Added about the importance of having comprehensive courses at the foremost, and then having more specific/specialized courses.
* Derek Pinto raised the question of where is the class cancelation timeline located/posted.
* Mark Fields responded he will check where the timeline is published.
* Maybe on the Office of Instruction homepage.
* Mark Fields posted in Zoom Chat of the Spring 2021 Cancelation timeline.
* General timeline for reviewing enrollment for Spring 2021 offerings:
1. On or before January 4: Review and consider cancelling courses with 7 or fewer students.
2. On or before January 11: Review and consider cancelling courses with 10 or fewer students.
3. On or before January 18: Review and consider cancelling courses with 15 or fewer students.
4. On or before January 25 (First Day of class): Review and consider cancelling courses with fewer than 20 students for CTE courses and 25 students for other courses\* (PFT/PCCD CBU 18.D.1\*)
* Elizabeth Maher mentioned how the public and staff could view the class schedule when it was still in progress.
* Mark Fields added that according from Chancellor Siri Brown the reason why the public is able to view the in-progress class schedule is for high schools so they can plan out their courses.
* Spoke about wanting to change the schedule from being public until it is finalized.
* Spoke of wanting to prevent class cancelations from occurring late and rather earlier so students have more time to adjust their schedule.
* Rupinder Bhaita suggested having the timeline added onto Canvas.
 | * Mark Fields to check where the class cancelation timeline is published/posted and report back to committee.
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| 1. **Equity Report Presentation**

**(15 Minutes)** * **Diane Chang**
 | * Diane Chang presented on Equity Report and about the SEA Funds/Metrics.
* Equity Report is due January 1, 2021.
* Spoke of the Equity Metrics:
1. Transfer to 4-year institution
2. Successful Enrollment
3. Retention Fall to Spring
4. Complete Transfer English & Math w/in 1 year
5. Vision Goal Completion: Degree and certificate (18 unit)
* Spoke of Laney Equity Groups:
1. African American
2. Asian/Filipino/Pacific American
3. with Disability
4. Economically Disadvantaged
5. Formerly Incarcerated
6. Latinx
7. LGBTQ
8. Undocumented (AB540)
9. Veteran
* Spoke about lacking collected/inputted data for some equity groups:
* Formerly Incarcerated students (Only has data from those who are in ROC program)
* Undocumented Students – AB540 (Only has data from AB540, not those who are DACA, or those who are not in either group)
* Spoke of the report requires to speak about 5 equity groups and the activities/actions/plans that have been done to support DI students.
* Required to speak about African American and Latinx.
* Asked for suggestions for the other 3 Laney Equity Groups.
* Asked for suggestions of information of the activities/actions/plans that have been done to support DI students
* Inger Stark suggested including the Equity Training from the district where 15 Laney College instructors attended and how they are working to revise their courses as a result from the training.
* Will be forwarding this information to Diane Chang.
 | * Inger Stark to forward Equity Training information, which 15 Laney instructors attended, to Diane Change for inclusion in the Equity Report Presentation.
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| 1. **Review DE Survey**

**(15 Minutes)****🡪Rupinder Bhatia** | * Gary Albury presented on behalf of the SEM sub-committee that has been attending the DE Committee Survey meetings.
* Plans to distribute Student Survey in the coming week.
* Presented the DE Committee Student Survey draft to committee for feedback and suggestions.
* 15 questions total
* Elizabeth Maher inquired about contacting students if they responded in the survey that they need assistance or are struggling.
* Gary Albury stated how the survey was to be anonymous but is open to idea.
* Rupinder Bhatia suggested having an option where students could type in their email address if they wanted to contacted/followed up.
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| 1. **Goals**

**(15 Minutes)****🡪Sub-Committee: Goal #4****Data Training** | * Rupinder Bhatia started the presentation of the different data tools and resources available.
* Looked at the Peralta Website’s Data Resources: <https://web.peralta.edu/indev/reports/>
* Spoke of research request when you can’t find the data you are looking for.
* Use email laneyresearch@peralta.edu and include detailed description of the data you are searching for.
* Use Peralta Helpdesk to fill out a help request [Research(Laney)].
* Clifton Coleman presented Excel Sheet of other databases to find data and use as a reference guide.
* Exampled one of the dashboards from Excel Sheet and showed how to find disaggregated data.
* Laura Bollentino mentioned database National Student Clearinghouse and how it has the best data on transfers.
* Mentions that login is required to access the data.
* Clifton Coleman added that the District has a finite amount of data, 5 log-in accounts, and that he has one account.
* Laura Bollentino suggested including the CSU Chancellor’s Website to the Excel sheet.
* Will be helpful and more accessible for students (Likely to have less lag).
* Will send information to Clifton Coleman to include onto Excel Sheet.
* Iolani Sodhy-Gereben spoke of the course and course outline schedules.
* Mentioned that the website link may be broken.
* Showed how there is an error to the database/website where it lists all the programs instead of focusing on the degrees/courses.
 | * Laura Bollentino to forward CSU Chancellor’s Website link and information to Clifton Coleman to include on the Excel sheet.
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| 1. **Development of Default Management Committee**

**(20 Minutes)**🡪 **Discussion: Committee** | * Vicki Ferguson presented Development of Default Management Committee document.
* Mentioned purpose of the committee is to address default management and financial literacy of students.
* Mildred Lewis spoke about reducing the default rate.
* Ideal number for the state is <20%.
* Laney College to aim for an even lower rate/percentage than the state.
* Mildred Lewis spoke about the Default Management Committee suggestions and updates.
* Received feedback on the committee to include 1 or 2 student positions.
* Mentioned that the Department of Education will provide default management and financial literacy training district wide.
* Committee to work on find out what and where are the potential issues for students.
* Vicki Ferguson initiated voting to decide approval of sub-committee.
* Mildred Lewis 1st, Elizabeth Maher 2nd.
* Majority passes, committee is approved.
* To work on presenting Default Management Committee and its proposal to College Council.
 | * Mildred Lewis & Vicki Ferguson will present, Default Management Committee to College Council; will add to Dec. 18th Agenda for further discussion.
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| 1. **Updates**
 | * Rupinder Bhatia mentioned that the Laney Website’s Student Orientation Module is built on an old platform (Flash) and will not be supported at the end of the month.
* Working on updating Laney College’s Student Orientation Module to new platform.
* Terrance Greene asked if the orientation is a requirement.
* Mildred Lewis responded that it is part of the iEnroll process.
* Vicki Ferguson added that if a student doesn’t do the orientation it will not stop them from continuing to the nest steps but would still like students to do orientation.
* Mark Fields mentioned the upcoming CTE event (December 4, 2020) and asked to help spread the word about the event.
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| 1. **Adjournment**
 | * Gary Albury 1st, Mark Fields 2nd.
 | * Meeting adjourned at 12:05 p.m.
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**NEXT SEM COMMITTEE MEETING – December 16th 10:30 a.m.-12:00 p.m.**