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| ***COMMITTEE:*** | **STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE** |
| ***MEETING DATE:*** | **May 6, 2020** |
| ***LOC./TIME:*** | **Via Zoom/10:30 a.m.-12:00 p.m.** |
| ***PARTICIPANTS:******ABSENT:***  | Vicki Ferguson, Rudy Besikof, Mildred Lewis, Gary Albury, Derek Pinto, Rupinder Bhatia, Larena Baldazo, Derek Lee, Clifton Coleman, Eleni Gastis, Suzan Tiemroth-Zavala, Inger Stark, Janelle Tillotson, Terrance Greene, Laura Bollentino, Joseph Koroma, Rene Rivas, Iolani Sodhy-Gereben, Karina Gonzalez, Elizabeth Maher |
| ***NOTETAKER:*** | **Hope Lane** |
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| ***ZOOM LINK:*** | [https://cccconfer.zoom.us/j/500441427](https://cccconfer.zoom.us/j/500441427?_ga=2.231515994.478387542.1584932839-960834594.1584235130) |

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| **AGENDA ITEM** | **GOAL/DISCUSSION** | **ACTION** |
| 1. **Review and Approve Agenda**

**(5 Minutes)** | * Rudy Besikof motioned to approve agenda; Larena Baldazo 2nd.
 | * Agenda approved; no abstentions.
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| 1. **Review and Approve**

**Minutes** **(5 Minutes)**🡪 **April 15, 2020** | * Janelle Tillotson motioned to approve minutes; Eleni Gastis 2nd.
 | * Corrections to minutes: 1st page on the last bullet point correct Rudy Besikof’s last name; 2nd page remove ISER May 6th meeting date to only, May College Council instead.
* Meeting minutes approved; no abstentions.
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| 1. **SEMC Calendar Review**

**(10 Minutes)** **🡪Vicki Ferguson** | * Vicki Ferguson shared and discussed updates for March, SEM Workshop for mid Spring 2020 Flex Day; Workshops will take place during Fall 2020 Flex Day, due to the COVID-19 campus closure the committee suggested meeting (possibly June) to discuss planning and organizing for Fall 2020 Flex.
* Vicki Ferguson shared the Committee Evaluation Survey deadline has been extended to Monday May 11 only 2 committee had completed the survey, encouraged other members to complete it.
 | * Vicki Ferguson asks for the committee to respond and complete their Committee Evaluations surveys.
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| 1. **Review Goals**

**(10 Minutes)****🡪Committee** | * ***Goals listed on bottom of page.***
* Vicki Ferguson stated, ***Goal 1: Fill vacancies on SEM Committee.***  Has been fulfilled all vacancies are filled.
* Rudy Besikof stated, ***Goal 2: Work to create alignment with other colleges around block scheduling;*** is progressing. Meeting times and scheduling of classes are moving forward, and noted of unavoidable issues of lab classes conflicts with block scheduling.
* Mildred Lewis stated, ***Goal 3: Review, develop and market onboarding materials.*** Updates are in progression; Larena Baldazo continues to assist and update Laney College website and webpages. Counseling Department working with Dean of Student Services in developing PowerPoints and PDF documents for Admissions and Records, Welcome Center, and Financial Aid departments to simplify, and provide solutions for frequent questions with online enrollment process.
* Mildred Lewis shared plans of building on Online Recruitment and plans to provide remote workshops and testing online chat feature on May 6th with plans to launch later in the month of May.
* Mildred Lewis spoke of issues with online enrollment. One such issue is with MyPath concurrent enrollment, noting less students using MyPath versus Laney Admissions email address to submit forms.
* Terrance Greene expressed concerns with online enrollment process. Students may face issues at the initial online process and due to difficulties navigating may decide not to go through the process to enroll with Laney/Peralta College. Suggests having pop-ups on Laney College website that gives directions and guides to direct links or contact information for students’ issues.
* Rupinder Bhatia asked about issues with uploading documents to MyPath. Mildred Lewis responded that currently when students submit documents they are not in the correct format, blank, or the wrong document. Staff has no way to contact the student. Rupinder Bhatia spoke of using students’ MyPath ID number in Zoom chat but Rene Rivas replied that it is not available or visible to everyone.
* Rene Rivas adds to MyPath enrollment issue. Issue is occurring across Peralta campus. Speaks of limitations of website. Notes on last check MyPath had 53 folders (Submissions) and only 45 were actual students versus 300+ enrollments through the email address enrollment application site. Also spoke of issues with duplicate applications (18 duplicates where students enrolled with MyPath and Laney website).
* Mildred Lewis mentioned having a meeting with Financial Aid and testing webinars and Zoom meetings. Plans to schedule Financial Aid webinars every Wednesday.
* Vicki Ferguson shared progression of, ***Goal 4. Review and update SEM Plan and document progress on the matrix spreadsheet.*** Group Activity highlighting updates on strategies, committee updated the SEM Plan by adding new goals and went through shared governance bodies, College Council and Chairs provide quarterly updates to the President.
* Vicki Ferguson stated that***, Goal 5. SEM Committee members provide workshops to the campus community about SEM Plan updates.*** Has not been completed, will present at Fall Flex Day (Moved to Fall 2020 Flex Day due to campus closure-COVID 19).
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| 1. **Enrollment/ Accreditation Updates**

**(10 Minutes)** **🡪Rudy Besikof** | * Rudy Besikof shared current numbers for Peralta enrollment. For Summer 2020 Laney enrollment numbers are 59% of target and on track, Laney’s productivity numbers are #1. For Fall 2020 Laney enrollment numbers are 22% of target, productivity numbers are #1 among Peralta. Mentions potential factors to the lower Fall 2020 enrollment numbers, such as due to the Peralta District releasing Summer 2020/Fall 2020 class schedules separately due to the pandemic rather normally together.
* Rudy Besikof shared ISER updates. Faculty Senate has updated ISER, on May 7th will go to Classified Senate, then the Draft will be going to College Counsel. Stated that if there are any updates or changes needed to be made on the draft, then the process is to upload changes to Canvas Folders and to email Rudy Besikof to notify of final changes.
* Derek Pinto asked question about if there were any big changes to the ISER draft. Rudy Besikof spoke that there were no major changes but inclusions of conclusions for specific sections/standards and of the Quality Focus Essay that identifies 3 projects connected/affecting student achievement: (1) Guided Pathways, (2) Online CTE, (3) Student Basic Needs.
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| 1. **Guided Pathways Areas of Interest/SEMC**

**Goal Alignment****(30 Minutes)****🡪 Eleni Gastis & Suzan Tiemroth-Zavala** | * Suzan Tiemroth-Zavala presented Guided Pathway’s plans of outreach and promotion, such as the Twitter posts created for the different Laney pathways; and spoke in March of submitting Scale of Adoption of Self-Assessment. Relating to aligning Guided Pathways with Funding formula to maximize student success and support; in addition to focusing on honing in on student to systems and support pathways for the next year of Guided Pathways (Pillar 3).
* Eleni Gastis discussed Affinity student groups and how the group can help students reach their goals, like having coaching communities (Example: Bakersfield City College). Mentioned other strategies such as integrating programs such as the new Starfish and having an Early Alert pilot.
* Eleni Gastis mentioned the Guided Pathways retreat in June 2020 with plans to talk more about details and finalize plans.
* Eleni Gastis discussed creating projects to market pathway/career interests for Fall 2020. Mentions how people prefer shorthand messages for promotional materials/content.
* Suzan Tiemroth-Zavala discussed wanting to increase student numbers/achievements with AA & AA-T degrees. Mentioned how students are unaware of all the different pathways available at Laney. Also mentioned other challenges such as some courses/departments consist of mostly part-time faculty and working with part-time Faculty Chair to discuss strategies and plans.
* Rudy Besikof mentioned C-Id.net as a resource to check the status of approval process for AA and AA-T degree. Laura Bollentino added that a better source would be State Chancellor’s Website, where it has more finalized format for AA and AA-T degree approval process.
* Vicki Ferguson shared the plan (Talon Success) about serving students not involved or served by the learning communities and special programs (such as UMOJA, EOPS, CalWORKs, etc.). This is an opportunity to create a program similar to the Bakersfield College Affinity Groups.
* Elizabeth Maher mentions Bakersfield City College and how they consolidated data to find students who didn’t belong to a group/community and who completed a certain amount of units and reached out to them via phone to ask if interested and what support do they need.
* Terrance Greene adds that some students are potentially in 2 support groups/communities. Example with Oakland Promise maybe 45 out of 75 students are also in EOPS/CalWORKs/etc. Suggested creating a 1st year/Freshmen program for a group of 15 to 50 students, or reaching out and targeting high school concurrent students.
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| 1. **Data Analysis on Strategies/Activities**

**(10 Minutes)**🡪 **All** | * Metrics data needs to be addressed as they relate to specific activities.
 | * Vicki Ferguson will work with Clifton Coleman
* on identifying Metrics for activities listed in the SEM report out at May 20th meeting.
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| 1. **ILO Focus Survey**

**(10 Minutes)**🡪 **Heather Sisneros** | * Heather Sisneros talked focus on ILO 4 Survey (Focus on Global Awareness) and looking for opportunities for engagement with faculty and students.
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| 1. **Other/Updates**

**(10 Minutes)** |  |  |
| 1. **Adjournment**
 | * Rupinder Bhatia motioned to adjourn; Derek Pinto 2nd.
 | * Meeting adjourned at 11:57 p.m.
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**NEXT SEM COMMITTEE MEETING–May 20, 2020 10:30 a.m.-12:00 p.m.**

**STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE**

**GOALS**

**2019-2020**

* **Goal 1**: Fill vacancies on the SEM Committee.
* **Goal 2**: Work to create alignment with other colleges around block scheduling.
* **Goal 3**: Review, develop and market onboarding materials.
* **Goal 4**: Review and update SEM Plan and document progress on the matrix spreadsheet.
* **Goal 5**: SEM Committee members provide workshops to the campus community about SEM Plan updates.