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| ***COMMITTEE:*** | **STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE** |
| ***MEETING DATE:*** | **September 16, 2020** |
| ***LOC./TIME:*** | **Via Zoom/10:30 a.m.-12:00 p.m.** |
| ***PARTICIPANTS:*** | Vicki Ferguson, Mark Fields, 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, Iolani Sodhy-Gereben, Karina Gonzalez, Elizabeth Maher, Precious Gerardo, Ronnie Lewis, Chris Weidenbach |
| ***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) |

 | https://cccconfer.zoom.us/j/9681567494 |
| **AGENDA ITEM** | **GOAL/DISCUSSION** | **ACTION** |
| 1. **Review and Approve Agenda**

**(5 Minutes)** | * Rupinder Bhatia motioned, Elizabeth Maher 2nd.
 | * Motion passes, agenda is approved.
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| 1. **Review and Approve**

**Minutes** **(5 Minutes)**🡪 **September 16, 2020** | * Laura Bollentino spoke about tracking attendance of committee members and guests on the SEM Minutes.
* Hope Lane talked about using an Excel Sheet to track the attendance of members instead of having it on the Agenda/Minutes.
* Vicki Ferguson spoke of reviewing the Brown Act to see what has to be included in the public meeting minutes.
* Mark Fields motioned, Suzan Tiemroth-Zavala 2nd.
 | * Laura Bollentino abstains, majority rules, minutes are approved.
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| 1. **Membership**

**(5 minutes)** 🡪 **Vicki Ferguson** | * Vicki Ferguson mentioned speaking to College Counsel for approval to add the Dean of Enrollment Services as a position on Committee.
* Vicki Ferguson added that she spoke with Alejandro Acosta of Classified Senate to request for people in the Vacant seat.
* Gary Albury updated on Student Seat and that the student council are figuring out their schedules and designating who will sit on which committees.
* Vicki Ferguson brought up the Governance Committee webpage and how it is a good resource/manual for review and learn about the different committees and their work.
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| 1. **Enrollment Update**

**(10 Minutes)** **🡪Mark Fields** | * Mark Fields presented Fall 2020 semester Enrollment data.
* Laney College numbers are not doing well (Happening Statewide).
* Currently down ~20%.
* 169 FTE (6.38% from dual enrollment).
* Contributing to lower numbers is how the Late Start Labs were forced to cut their classes in half. Resulting in losing a lot of career education students.
* Currently ~1000 empty seats/slots in Fall Late Start Classes.
* Planning for Spring Courses with assumptions that all/most courses will continue to be online.
* Suzan Tiemroth-Zavala asked if there are any plans to survey students about their current semester experience, for example with their courses or with tech.
* Mark Fields responded that it has been suggested but not yet finalized. (Was suggested to him by Student Senate Raya)
* Rupinder Bhatia added that DE (Distance Education) Committee is currently working on a survey for students.
* Elizabeth Maher spoke about including questions about students’ onboarding experience.
* Rupinder Bhatia spoke about the DE Committee survey and how it is more about the students’ learning experience but extends invitation to the DE Committee and survey creation.
* Terrance Greene asked how is Laney College reaching out/marketing about late start classes.
* Mark Fields mentions about Laney’s IPO and the plans they developed and currently running, such as billboards, radio, social media, etc.
* Rupinder Bhatia mentioned having a virtual One Stop Event on Zoom for students.
* Spoke how there is a lot of back and forth and passing students along via email and how having a One Stop Event could help speed things up and reduce that issue.
* Janelle Tillotson brought up how students still struggle finding resources for tech support.
* The Laney Webpage for Zoom and Canvas support is not easy to find or navigate.
* Would like to get student input or see how students are navigating the webpage to see what improvements could be made.
 | * Vicki Ferguson asked for volunteers to go sit in/visit the DE Committee to speak for SEM Committee and give input on the developing student survey.
* Gary Albury
* Larena Baldazo
* Chris Weidenbach
* Elizabeth Maher
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| 1. **Goals**

**(15 Minutes)****🡪 Janelle Tillotson. Elizabeth Maher, Vicki Ferguson** | * Elizabeth Maher presented on SEM Committee 2020-2021 goals.
* Derek Pinto asked a question about Goal 1 and if there was an itemized list of the different recommendations/strategies.
* Vicki Ferguson mentioned that the AJCC response is due in November.
* Gary Albury asked how will committee prioritize these goals.
* Will there be subcommittees?
* Janelle Tillotson suggested having breakout room sessions during meetings or subcommittees for each goal.
* Vicki Ferguson spoke about having a spreadsheet of the approved goals and then divide/assign goals among the committee members to work on.
* Janelle Tillotson added that Goal 4 is the most feasible.
* Derek Pinto said to add AJCC to Goal 1 and that Goal 5 is currently in progress as there is collected numbers/data for it.
* Derek Pinto motioned, Janelle Tillotson 2nd.
 | * Motioned passes. Goals are approved.
* Add AJCC to Goal 1.
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| 1. **Accreditation Update**

**(10 Minutes)**🡪 **Chris Weidenbach** | * Chris Weidenbach presented on Accreditation updates.
* Gave draft to College Council and will be getting feedback later today.
* Mentions how there is not much room for additions/changes/edits.
* Will be working on formatting, currently draft is 270 pages.
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| 1. **Master Calendar 2020- 2021**

**(10 Minutes)**🡪 **All** | * Vicki Ferguson spoke about College Council meeting with the different committees on October 21, 2020 and March 3, 2021 and each committee will have to present about what their committee has done (5-minute Presentation).
 | * To add onto calendar about College Council meetings on October 21, 2020 and March 3, 2021.
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| 1. **Guided Pathways Presentation- Areas of Interest**

**(10 Minutes)**🡪 **Eleni Gastis, Suzan Tiemroth-Zavala** | * Suzan Tiemroth-Zavala presented on the Areas of Interest.
* Project has started.
* Goal is to streamline on how to communicate with students of program mapping and interests.
* To educate faculty and students of the college’s options/programs.
* Spoke of Larena Baldazo suggestion of creating welcome letters from each area of interest for the webpage.
* Spoke of Area of Interest outreach/marketing event where in October there will be highlighting 4 areas of interest each day over the course 2 days. (Near Flex Day for Spring Enrollment.)
* Planning for 5-7 posts a month for Laney’s Instagram page.
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| 1. **Other/Updates**

**(10 Minutes)** |  |  |
| 1. **Adjournment**
 | * Laura Bollentino motioned, Chris Weidenbach 2nd.
 | * Meeting adjourned at 12:02 P.M.
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**NEXT SEM COMMITTEE MEETING–October 7th 10:30 a.m.-12:00 p.m.**