



# STRATEGIC ENROLLMENT MANAGEMENT MEETING AGENDA

**COMMITTEE:** STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

**MEETING DATE:** Wednesday, April 20, 2022

**LOC./TIME:** 10:30 a.m.-12:00 p.m.

**PARTICIPANTS:** Ramon L. Knox, Rebecca Opsata, Mildred Lewis, Atiya Rashada, Balamurali (Bala) Sampathraj, Dettie Del Rosario, Larena Baldazo, Derek Lee, Clifton Coleman, Suzan Tiemroth-Zavala, Janelle Tillotson, Terrance Greene, Mark Fields, Joseph Koroma, Sarah Backes-Diaz, Nia Ford, Katrina Santos, Precious Gerardo, Chris Weidenbach, Elizabeth Wadell, Jasai Martinez, Bilal Homran

**ABSENT:** Atiya Rashada, Balamurali (Bala) Sampathraj, Dettie Del Rosario, Joseph Koroma, Sarah Backes-Diaz, Nia Ford, Precious Gerardo, Jasai Martinez, Bilal Homran

**NOTETAKER:** Hope Lane & Jessica Liu (All meetings will be recorded for notetaking purposes)

**Zoom Link:** <https://cccconfer.zoom.us/j/500441427>

AGENDA ITEM	GOAL/DISCUSSION	ACTION
<b>I. Review and Approve Agenda</b> <b>(5 Minutes)</b>	<ul style="list-style-type: none"> <li>• Discussion of SEM Committee meeting time change.               <ul style="list-style-type: none"> <li>➤ Reason for time change: Difficulties of meeting quorum.</li> <li>➤ Hope Lane mentioned some committee members' term will be ending soon.                   <ul style="list-style-type: none"> <li>❖ Will need to determine who will be on the committee next semester and ask about their time availability.</li> <li>❖ Suggested reviewing membership list at the next SEM meeting.</li> </ul> </li> </ul> </li> <li>• Suzan Tiemroth-Zavala 1<sup>st</sup>, Katrina Santos 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passes, agenda was approved.</li> <li>• To add to next SEM meeting agenda: Review Fall 2022 SEM Committee Membership.</li> </ul>
<b>II. Review and Approve Notes</b> <b>(5 Minutes)</b> <b>→ April 6, 2022</b>	<ul style="list-style-type: none"> <li>• Mark Fields 1<sup>st</sup>, Ramon Knox 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passes, minutes were approved.</li> </ul>
<b>III. Student Loan Default Prevention Committee</b> <b>(10 Minutes)</b> <b>→Mildred Lewis</b>	<ul style="list-style-type: none"> <li>• Mildred Lewis spoke of the Student Loan Default Prevention Committee request for a CTE Faculty committee position and a Student Representative committee position.</li> <li>• Ramon Knox 1<sup>st</sup>, Mildred Lewis 2<sup>nd</sup> for the motion to request a CTE Faculty committee position and a Student Representative committee position.               <ul style="list-style-type: none"> <li>➤ Motion passes.</li> <li>➤ Reviewed the Student Loan Default Prevention Committee membership list and realized there are 4 positions for Student Representative.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Amended motion for CTE Faculty committee position request for the Student Loan Default Prevention Committee was approved.</li> </ul>



# STRATEGIC ENROLLMENT MANAGEMENT MEETING AGENDA

	<ul style="list-style-type: none"> <li>❖ Currently there isn't an appointed member for Student Representative and thought committee didn't have the position.</li> <li>➤ Mildred Lewis amended recommendation/motion to only request to add a CTE Faculty committee position to the Student Loan Default Prevention Committee.</li> <li>❖ Ramon Knox accepted the amended recommendation and committee revoted.</li> <li>❖ Amended motion passes.</li> </ul>	
<p><b>IV. College Council Presentation (5 Minutes)</b> → Co-Chairs</p>	<ul style="list-style-type: none"> <li>• Rebecca Opsata presented the updates.             <ul style="list-style-type: none"> <li>➤ Reminded the committee that today they will present the SEM committee updates and recommendations to College Council.</li> <li>➤ Each presenter will have 5 minutes.</li> </ul> </li> <li>• Rebecca Opsata shared the presentation to the committee and asked if they had any suggestions for the slides.             <ul style="list-style-type: none"> <li>➤ (Slide 2) Closing Out the SEM Plan 2019-2021                 <ul style="list-style-type: none"> <li>❖ Reviewed data on objectives in the plan</li> <li>❖ Divided into workgroups to collect information on activities and outcomes for the 6 goals</li> <li>❖ Collaboratively wrote the "Close Out Report"</li> </ul> </li> <li>➤ (Slide 3) Planning (Context)                 <ul style="list-style-type: none"> <li>❖ Managing full-time students equivalent (FTES), productivity, and full-time equivalent faculty (FTEF)</li> <li>❖ The Triangle: Student Services, Instructional Services, and Business Affairs</li> <li>❖ Organizational framework includes Foundation (Infrastructure/Leadership), Approach (Data Informed/Equity Focused), and Strategies &amp; Practices (Support Services/Scheduling).</li> </ul> </li> <li>➤ (Slide 4) The Future                 <ul style="list-style-type: none"> <li>❖ Foundation</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



# STRATEGIC ENROLLMENT MANAGEMENT MEETING AGENDA

	<ul style="list-style-type: none"> <li>▪ What are some of the issues that directly impact student enrollment?</li> <li>❖ Approach             <ul style="list-style-type: none"> <li>▪ What kind of data would be helpful to examine as we develop enrollment goals?</li> <li>▪ What are the primary purposes of growing FTES?</li> </ul> </li> <li>❖ Strategies &amp; Practices             <ul style="list-style-type: none"> <li>▪ Where are Laney's touch points that could influence a student's experience?</li> <li>▪ What measurable objectives should be established?</li> <li>▪ What are some action items that should be included?</li> </ul> </li> <li>• Rebecca Opsata added the SEM Plan Close Out document will be included with the presentation.</li> </ul>	
<p><b>V.Data Request</b>  <b>(15 Minutes)</b>  <b>→Co-Chairs Rebecca Opsata</b></p>	<ul style="list-style-type: none"> <li>• Rebecca Opsata suggested creating a list of key datapoints to review at the 1<sup>st</sup> Fall 2022 meeting.             <ul style="list-style-type: none"> <li>➢ Asked the committee to think about what our priority for the creation of the SEM Plan is.</li> <li>➢ Will forward the recommendations and data requests to the District IR and Clifton Coleman.</li> </ul> </li> <li>• Mildred Lewis said ISEI Success Data, maybe scaffold AB705.             <ul style="list-style-type: none"> <li>➢ To help implement and improve plan.</li> </ul> </li> <li>• Terrance Greene said data of the enrollment #'s for the late start classes (6 weeks, 8 weeks, 10 weeks).             <ul style="list-style-type: none"> <li>➢ Would like data of all the Peralta College Campus late start classes and compare Laney College with that of the sister colleges.</li> </ul> </li> <li>• Elizabeth Wadell would like to have demographic data of enrollment.             <ul style="list-style-type: none"> <li>➢ Which students are enrolling in what classes?</li> <li>➢ Which student populations are have decreased in enrollment?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



# STRATEGIC ENROLLMENT MANAGEMENT MEETING AGENDA

	<ul style="list-style-type: none"><li>➤ Etc.</li><li>• Rebecca Opsata suggested getting data on the success rate of students.<ul style="list-style-type: none"><li>➤ Percentage of students passing their classes.</li><li>➤ Rate of degrees or certificates completed.</li></ul></li><li>• Mildred Lewis suggested getting data on the accessibility and preferred modality of classes.<ul style="list-style-type: none"><li>➤ Data to understand how students want to learn and what best supports them.</li><li>➤ Data to see if there is a better success rate with in-person versus remote or hybrid classes.<ul style="list-style-type: none"><li>❖ What works best across different demographic populations, age groups, socioeconomic status, etc.?</li><li>❖ What forms of online learning (asynchronous, synchronous) works better or have better success/completion rates for students?</li></ul></li></ul></li><li>• Ramon Knox suggested looking at student body make-up/demographics pre-COVID and now.<ul style="list-style-type: none"><li>➤ Meryl Siegal (English Instructor) commented she made the same request for this data last Fall semester and would like to see the data.</li></ul></li><li>• Terrance Greene added getting timely information of when classes are cancelled.<ul style="list-style-type: none"><li>➤ When classes are cancelled, students are informed, and counselors have to quickly scramble to find replacement classes for them.</li><li>➤ Would like to be better prepared.</li><li>➤ Also asked who is sending out the announcements that classes are cancelled.</li></ul></li><li>• Rebecca Opsata agreed that students are always the first to be informed of the class cancellations.<ul style="list-style-type: none"><li>➤ Added that this is in the class cancelation policy and that currently there is no clause or protocol for counselors regarding late class cancelations notifications/communications.</li></ul></li></ul>	
--	--	--



# STRATEGIC ENROLLMENT MANAGEMENT MEETING AGENDA

	<ul style="list-style-type: none"> <li>➤ Working on updating the class cancellations policy to include counselors.</li> <li>➤ Added that class cancellations happen throughout the semester and school year, so it may not be best to inform counselors and staff when a class just got cancelled.</li> <li>• Terrance Greene suggested compiling a weekly report/list of classes that were canceled and distribute via email.</li> <li>➤ Rebecca Opsata stated she will communicate with staff and figure out what will be the best way to distribute the class cancellation information.</li> </ul>	
<p><b>VI. SEM Plan 2021-2023: Approach, Strategic and Practices</b>  <b>(20 Minutes)</b>  <b>→ Workgroups</b></p>	<ul style="list-style-type: none"> <li>• Rebecca Opsata stated there is not much to discuss for this agenda item so moved onto the next agenda item.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>VII. SEM Planning</b>  <b>(20 Minutes)</b>  <b>→ Co-Chair Ramon Knox</b></p>	<ul style="list-style-type: none"> <li>• Ramon Knox shared the SEM Planning Process 2021-2023 document. <ul style="list-style-type: none"> <li>➤ Briefly reviewed the document.</li> <li>➤ Asked the committee what the touchpoints of the student experience are. <ul style="list-style-type: none"> <li>❖ Provided an example: At one of his previous community colleges they would send out acceptance letters in the mail and included a small flag/pendant.</li> </ul> </li> </ul> </li> <li>• Katrina Santos spoke of her work with the SOAR program and the touchpoint experience for these students. <ul style="list-style-type: none"> <li>➤ She would email or call the students to inform them their application was received.</li> <li>➤ Also, would periodically check-up on them to see if they need anything and how the program can support them.</li> <li>➤ Added that since SOAR is a small group it is possible to have that personal touch and contact everyone, versus if one was handling the entire Laney College campus body.</li> </ul> </li> <li>• Elizabeth Wadell suggested reaching out to the students who are in the consideration phase.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



# STRATEGIC ENROLLMENT MANAGEMENT MEETING AGENDA

	<ul style="list-style-type: none"><li>➤ Students who are currently in the school but have not applied for the next semester.</li><li>• Terrance Greene said he liked the welcome letter idea and suggested adding in the letter reminders, such as meeting with a counselor, and a list of resources.</li><li>• Chris Weidenbach spoke about the issues with CCCApply and how many students struggle to apply.<ul style="list-style-type: none"><li>➤ Added that the even after enrolling into Laney College it is difficult for students to sign up for classes.<ul style="list-style-type: none"><li>▪ Students have voiced their issues with enrolling for classes to him.</li><li>▪ Also mentioned how it was a challenge for he and his wife to navigate the website/program to enroll in classes.</li></ul></li></ul></li><li>• Ramon Knox asked the committee what their suggestions are to improve the student experience.</li><li>• Chris Weidenbach mentioned how the Laney website can create issues for students.<ul style="list-style-type: none"><li>➤ Webpages still direct students to outdated or broken links.</li><li>➤ Understood that for some departments and programs updating their webpage is of lower priority.</li></ul></li><li>• Larena Baldazo commented on the website issues.<ul style="list-style-type: none"><li>➤ Agreed that the Laney website needs a clean-up.</li><li>➤ Asked where the old links on the website are.<ul style="list-style-type: none"><li>❖ Stated old links and webpages, such as event pages, are kept for reference but they are not to be hyperlinked.</li><li>❖ Added that the search bar algorithm pushes results based on the number of clicks, so the older webpages/links are higher up than the new webpages/links.<ul style="list-style-type: none"><li>▪ Mentioned there is a program/software that can block</li></ul></li></ul></li></ul></li></ul>	
--	---	--



# STRATEGIC ENROLLMENT MANAGEMENT MEETING AGENDA

	<p>that algorithm so the current/newer webpages can be first/on top. However, it costs a lot of money (~\$40,000 a year).</p> <ul style="list-style-type: none"><li>▪ Will see what the other options are.</li><li>➤ Agreed that faculty and staff have to do their part to update their webpages and remove inactive, broken, and old links.</li></ul> <ul style="list-style-type: none"><li>• Janelle Tillotson mentioned the rise of gas prices and the loss of the AC Transit bus pass back in 2020.<ul style="list-style-type: none"><li>➤ Students struggling to with rising costs and transportation affect their ability to enroll, attend, and do well in their classes.</li><li>➤ What support/resources do students have for cost of transportation? (From the Learning Communities, emergency grants, etc.)</li></ul></li><li>• Ramon Knox informed the committee that the student body vote to reinstate the AC Transit bus pass won and believes it will be available for the next Fall semester.</li><li>• Ramon Knox asked to the committee for suggestions to help eliminate the challenge students face when searching and asking for help.<ul style="list-style-type: none"><li>➤ Even though some students qualify and need the aid and resources, some may refuse to sign-up for it as they “don’t want a handout” or are self-conscious and ashamed to need help.</li></ul></li><li>• Hope Lane suggested providing information of resources and student support programs in their welcome letter.</li><li>• Mildred Lewis added it is difficult to quantify how outreach results into student enrollment, participation, etc.<ul style="list-style-type: none"><li>➤ Does the website translate into increased enrollment?</li></ul></li><li>• Chris Weidenbach proposed looking at how many times a link was clicked.<ul style="list-style-type: none"><li>➤ Could tell what students are looking for, most confused with, and need assistance with.</li></ul></li></ul>	
--	--	--



# STRATEGIC ENROLLMENT MANAGEMENT MEETING AGENDA

	<ul style="list-style-type: none"> <li>➤ Clifton Coleman mentioned he has some data on it.</li> <li>• Ramon Knox stated he will ask the question again at the next SEM meeting.             <ul style="list-style-type: none"> <li>➤ Want to see if there are new questions or recommendations/suggestions.</li> <li>➤ Also remarked that bandwidth is an issue and though there may be ideas and recommendations it may not be realistic to execute.</li> </ul> </li> </ul>	
<b>VIII. Updates/Other</b> <b>(5 Minutes)</b>	<ul style="list-style-type: none"> <li>• Ramon Knox spoke of plan to offer digital literacy classes/sessions over the summer to the Laney College students and the community.             <ul style="list-style-type: none"> <li>➤ In communication with Lewis who will be serving as the potential instructor.</li> <li>➤ The idea is to serve as a part of an orientation for students and introduce the college.</li> </ul> </li> <li>• Larena Baldazo reminded the committee today is the Coffee in the Quad, and there will be ice coffee as the weather is warm.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>IX. Adjournment</b>	<ul style="list-style-type: none"> <li>• Mildred Lewis 1<sup>st</sup>, Ramon Knox 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting adjourned at 11:55 a.m.</li> </ul>

## UPCOMING SEM COMMITTEE MEETINGS

- May 4, 2022
- May 18, 2022