



# STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

**COMMITTEE:** STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

**MEETING DATE:** April 21, 2021

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

**MEMBERS:** Vicki Ferguson, Mark Fields, Mildred Lewis, Atiya Rashada, 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

**ABSENT:** Mildred Lewis, Derek Lee, Inger Stark, Terrance Greene, Joseph Koroma, Iolani Sodhy-Gereben, Jessica Garcia

**NOTETAKER:** Hope Lane (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 (5 Minutes)</b>	<ul style="list-style-type: none"><li>Laura Bollentino 1<sup>st</sup>, Atiya Rashada 2<sup>nd</sup>.</li></ul>	<ul style="list-style-type: none"><li>Majority passes, agenda was approved.</li></ul>
<b>II. Review and Approve Minutes (5 Minutes) → April 7, 2021</b>	<ul style="list-style-type: none"><li>Derek Pinto 1<sup>st</sup>, Mark Fields 2<sup>nd</sup>.</li></ul>	<ul style="list-style-type: none"><li>1 abstention, majority passes, minutes were approved.</li></ul>
<b>III. Enrollment Update (10 Minutes) → Mark Fields</b>	<ul style="list-style-type: none"><li>Mark Fields presented on Enrollment updates.<ul style="list-style-type: none"><li>➤ Currently at 68% of target.</li><li>➤ Productivity has increased.</li><li>➤ No more late-start classes, numbers will be finalized after correcting a few coding errors.<ul style="list-style-type: none"><li>❖ FTES will increase after corrections.</li></ul></li></ul></li><li>Laura Bollentino asked about how long is Laney College under the umbrella of “no harm” for community colleges?<ul style="list-style-type: none"><li>➤ Mark Fields answered that it is until 2023, and the allotment is based on the 2017-2018 school year.<ul style="list-style-type: none"><li>❖ Added that there are talks with the Academic Senate, constitutes, and the California governor to extend the “no harm” period for a few years.</li></ul></li></ul></li></ul>	<ul style="list-style-type: none"><li></li></ul>



## STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"><li>❖ Will likely hear back before the end of the year.</li><li>➤ Derek Pinto added in the Zoom Chat that we should find out in the January 2023 preliminary budget.</li><li>❖ Added that the significant issue Laney College is facing is how enrollment still continues to represent the majority of the dollars to be received in the Student C entered funding formula and the hold “Harmless” dollars are meant to buoy the school as adjustments are made to optimize the SCFF.</li><li>• Derek Pinto spoke about the CARES Act/funding Laney College and the Peralta College District received.<ul style="list-style-type: none"><li>➤ Funding has 2 categories: Students (Direct Aid) and Institution (Funding for management and assistance with challenges due to COVID-19).</li><li>➤ 1<sup>st</sup> round of funding was used for PPE, tech, supplies, etc. (Small amount)</li><li>➤ 2<sup>nd</sup> round of funding is coming soon and will be used for governance, outreach, etc.</li></ul></li></ul>	
<b>IV. SEM Plan Metrics for Success Update</b> <b>(10 Minutes)</b> ➔ Clifton Coleman	<ul style="list-style-type: none"><li>• Clifton Coleman presented on the SEM Plan Metrics for Success updates.<ul style="list-style-type: none"><li>➤ 1<sup>st</sup> reviewed: Provide support strategies and targeted interventions for programs with low enrollment.</li><li>➤ Analyze: Enrollment data for programs with productivity lower than 15, response data concerning marketing efforts.</li><li>➤ Findings: Looked at data of course/department student enrollment from school years of 18-19, 19-20, 20-21.<ul style="list-style-type: none"><li>❖ 18-19 year data compared to 19-20 year data showed a number of courses increasing in productivity.</li></ul></li></ul></li></ul>	<ul style="list-style-type: none"><li>•</li></ul>



## STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"><li>❖ 19-20 year data compared to 20-21 year data showed a number of courses decreasing in productivity.</li><li>❖ Overall looking at the 3 school terms it showed there was a slight increase for some courses and an overall decrease in other classes. (Factors of existing lower enrollment trends of before and COVID-1 could have contributed to the numbers.)</li><li>➤ 2<sup>nd</sup> reviewed: Adjust course offerings withing English, Math, and ESL to implement AB 705.</li><li>❖ Analyze: Success rates of transfer English, Math courses within 1 year.</li><li>❖ Findings: Clifton Coleman presented Laney College AB 705 Implementation &amp; Data update (Data from 17-18, 18-19, and 19-20 school years).<ul style="list-style-type: none"><li>▪ Enrollment in ENG 1A increased by 6.5% from 18-19 to 19-20 school year, the 1<sup>st</sup> year of AB 705 implementation.</li><li>▪ Course completion of ENG 1A was about the same for students with support versus the average (57% vs 56%) of year of AB 705 implementation. This was the year of COVID-19 and data was likely affected due to many students opting for EWs.</li><li>▪ Success rates of ENG 1A completion varied significantly by ethnicity (Asians and Whites above the 57% average, Hispanics/Latino at average, and African Americans and 2 or more under the average).</li><li>▪ More analysis is needed to understand if AB 705</li></ul></li></ul>	
--	---	--



## STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<p>exacerbated disproportionate impacts on specific groups.</p> <ul style="list-style-type: none"><li>▪ 1<sup>st</sup> year non-special admit student completions increased by 21% from Fall 2018 to Fall 2019, overall completions increased by 16.5%.</li></ul> <p>❖ Looking at the data for Math.</p> <ul style="list-style-type: none"><li>▪ Most popular 1<sup>st</sup> level transfer course was Math 13, then Math 1.</li><li>▪ Success rates declined by 7 percentage points to 55% from Fall 2018 to Fall 2019, which is statistically significant.</li><li>▪ Math support shows there is a big difference versus no support.</li><li>▪ Success rates varied significantly by ethnicity (Asians and Whites above the average 55%, and African Americans, Hispanics/Latino, and 2 or more under the average.</li><li>▪ More analysis is needed to understand if AB 705 exacerbated disproportionate impacts on specific groups.</li><li>▪ 1<sup>st</sup> year non-special admit student completions increased by 30% from Fall 2018 to Fall 2019 and overall completion increased by 19%.</li></ul> <p>❖ Both English and Math had increased access but success rates is about the same when looking at the data. (Not enough time of implementation due to COVID-19, only 1 semester).</p> <p>➤ 3<sup>rd</sup> reviewed: Increase the total number of Distance Education offerings with a focus on student support, success, and retention.</p>	
--	--	--



## STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"><li>❖ Analyze: Success rates in Distance Education compared to face-to-face, number of offerings.</li><li>❖ Findings:<ul style="list-style-type: none"><li>▪ 2018-2019: 5461 headcount, completion 68.5%.</li><li>▪ 2020-2021: 8899 headcount, completion 76%.</li><li>▪ There was also an increase in 2019-2020 completion.</li></ul></li><li>• Vicki Ferguson said SEM needs to be mindful, because even if the numbers are increasing the gap for disproportionated groups (Black &amp; Latinx students) is not shrinking.</li><li>• Elizabeth Maher added that AB 705 work is done right reduces the gap.<ul style="list-style-type: none"><li>➢ Laney College started AB 705 in Fall 2019 and only dipped their toes in it, and there is still improvement and much to be done.</li></ul></li></ul>	
<b>V. Zoom Phone (30 Minutes) → Nic Daubenmire</b>	<ul style="list-style-type: none"><li>• Nic Daubenmire (Zoom Account Executive for Higher Education in NorCal) explained the Zoom phone (an overlay to Zoom to utilize).<ul style="list-style-type: none"><li>➢ Currently the district is using the Cisco phone system.</li><li>➢ Peralta District is it trying out and planning to adopt at the district and colleges.</li></ul></li><li>• Todd White explained the Zoom Phone can support physical headsets and can be incorporated with the existing Cisco phone system.</li><li>• Todd White (Zoom Phone Engineer) helped show and walked through the Zoom Phone user experience.<ul style="list-style-type: none"><li>➢ Showed the Zoom Chat Client (Available on the Zoom Pro Accounts).</li><li>➢ Showed the icons/buttons to get to the Video and Phone calls when on Zoom Chat.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Vicki Ferguson and Rupinder Bhatia plan to meet later to discuss and work out the details about Zoom Phone.</li><li>• Vicki Ferguson to speak with Dr. Tina Vasconcellos (Vice President of Student Services at College of Alameda) about how Zoom Phone has been working out for College of Alameda.</li></ul>



## STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"><li>➤ Showed how on Zoom Phone can call by typing in names as well as phone numbers.<ul style="list-style-type: none"><li>❖ When typing in who you are calling it will show the status icon of the person (Zoom contact) if they are on a phone call, in a meeting, etc.</li></ul></li><li>➤ Showed how Zoom Phone have options to control persona (show which profile is active, when they are at work/on Zoom, what name is showing, etc.)</li><li>• Nic Daubenmire spoke about how a separate Zoom Phone line having is very helpful and exemplified with the case of his mother, who is a high school teacher.<ul style="list-style-type: none"><li>➤ His mother often gets calls at all hours and on the weekend from students and their parents about school on her personal cell phone number.</li><li>➤ Having a Zoom phone number allows one to control when you are available for calls and helps separate work and personal time/space.</li></ul></li><li>• Todd White expanded on the other features of Zoom Phone.<ul style="list-style-type: none"><li>➤ Add call feature (same as the iPhone feature).</li><li>➤ There are 3 types of call transfer.<ul style="list-style-type: none"><li>❖ Warm Transfer: Can speak to the person before the transfer is made.</li><li>❖ Blind Transfer: No send off.</li><li>❖ Transfer to Voicemail.</li></ul></li><li>➤ Can record calls.</li><li>➤ Can screen calls.</li><li>➤ Can move from a phone call to a meeting, if needed.</li><li>➤ Has spam call feature, and there is programming where if a phone is flagged spam a certain number of times, then it will be blocked by the entire school system/account.</li><li>➤ Voicemail system has both the message recorded and a transcript.</li><li>➤ Can filter messages by a persona/account.</li></ul></li></ul>	
--	--	--



## STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"><li>➤ Can have up to 10 people in a group text.</li><li>➤ Can import existing Google Phone number into a Zoom Phone if requested.</li><li>• Vicki Ferguson asked how the Zoom Phone call look from a student's perspective will.<ul style="list-style-type: none"><li>➤ Todd White said on a cellphone it will look like a normal call.<ul style="list-style-type: none"><li>❖ Students can text with Zoom and can enter into a Zoom meeting if link is provided by text.</li><li>❖ Requires that the Zoom app is downloaded and set up on their devices.</li></ul></li></ul></li><li>• Todd White spoke about delegation and giving access with the Zoom Phone.<ul style="list-style-type: none"><li>➤ In the case there will be multiple users for a Zoom number (different employee shifts or student workers) one can set up/schedule people on the Zoom Phone account for when they are working.</li><li>➤ Spoke about the Barge, monitor, and whisper feature.<ul style="list-style-type: none"><li>❖ Monitor: Supervisor can listen in on the call.</li><li>❖ Whisper: Supervisor can talk to the employee and give instructions (only the employee can hear).</li><li>❖ Barge: Supervisor can step in and speak in the call.</li></ul></li><li>➤ Can determine and turn off call queues (for shifts).</li><li>➤ Can set work hours for different employees for a shared Zoom phone number (like a department number).</li></ul></li><li>• Vicki Ferguson reiterated to committee that Zoom Phone is not a phone banking system, but it can assist with streamlining the phone call process.<ul style="list-style-type: none"><li>➤ Being implemented at College of Alameda 1<sup>st</sup>, then Berkeley City College is next (Is a District wide campaign).</li></ul></li></ul>	
--	--	--



## STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"><li>➤ Stated that even if they were not in COVID-19 pandemic would think about Zoom Phone as they need to meet students where they are.</li><li>• Janelle Tillotson said she liked using Google Phone as a work line and Zoom Phone is similar with more functions.</li><li>• Katrina Santos said she believes Zoom Phones would be very helpful for the Learning Communities, as they use different Google/Phone numbers and accounts for different staff members, and it would be helpful to have a centralized/general program line for them.</li><li>• Rupinder Bhatia mentioned she would like to have Zoom Phone be adopted further than just student services, like for the IT Department.<ul style="list-style-type: none"><li>➤ IT Department is currently having to manually forward numbers/messages from their centralized department number to the staff.</li></ul></li><li>• Elizabeth Maher said Zoom Phone would not only be helpful for students but internally as well.<ul style="list-style-type: none"><li>➤ Streamlines the contact process.</li><li>➤ Shared work location online similar to the Slack program.</li></ul></li><li>• Gelser Zavala said the Zoom Phone looks to be a good tool but is concerned about how accessible it would be for students.<ul style="list-style-type: none"><li>➤ Mentions how students are only provided the basic Zoom account.</li><li>➤ Mentions students aren't able to access features such as the Zoom Chat on their devices and have limited meeting times ~40 minutes.</li><li>➤ Unsure as to how Zoom Phone will be accessible to students with the basic account. (Can they even receive or make Zoom Phone calls?)</li></ul></li><li>• Vicki Ferguson suggested having a trial run of Zoom Phone first and to look at the cost before planning implementation.</li></ul>	
--	---	--





# STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"> <li>➤ Rupinder Bhatia explained that getting a trial run of Zoom Phone license downgrades and converts one's Zoom account to the Basic ~40 minutes account. (It is what happened with College of Alameda when they did a trial run).</li> <li>• Vicki Ferguson and Rupinder Bhatia said they will discuss and work out the details about Zoom Phone.</li> </ul>	
<b>VI. Marketing Plan</b> <b>(10 Minutes)</b> <b>→Larena Baldazo</b>	<ul style="list-style-type: none"> <li>• Larena Baldazo presented on Laney College's Marketing Plan.               <ul style="list-style-type: none"> <li>➤ Has been a tag team effort with Nia Ford (Welcome Center) and Raya Zion (Employment Center).</li> <li>➤ Laney College's Target Marketing Audience:                   <ul style="list-style-type: none"> <li>❖ Current students</li> <li>❖ Applied, not enrolled</li> <li>❖ Faculty</li> <li>❖ OUSD students</li> <li>❖ 4-year students</li> </ul> </li> <li>➤ Area of Focus:                   <ul style="list-style-type: none"> <li>❖ Face-to-face classes</li> <li>❖ Math &amp; English</li> <li>❖ Low enrolled courses</li> <li>❖ Many of these areas received dedicated space in the catalog and schedule</li> <li>❖ Highlight in email blasts, Facebook, Twitter, Instagram</li> <li>❖ Spoke about creating a list of classes to be on Laney.edu website.                       <ul style="list-style-type: none"> <li>▪ To help students know and understand what are the offered face-to-face classes. (Laney College will have the most face-to-face classes in the district).</li> </ul> </li> </ul> </li> <li>➤ Email Blasts:                   <ul style="list-style-type: none"> <li>❖ The PIO Office uses HubSpot to disseminate information and track each campaign's success.                       <ul style="list-style-type: none"> <li>▪ HubSpot has more analytics.</li> </ul> </li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



## STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"><li>❖ The intended audience is often “currently enrolled students” or applied but not enrolled” and can be fine-tuned based on the goal and the info stored in the student profile.</li><li>➤ Completed Campaigns: Areas of Interest Jam<ul style="list-style-type: none"><li>❖ Weekly email blast</li><li>❖ Facebook, Instagram, &amp; Twitter posts</li><li>❖ Event page featuring each area’s flyer</li><li>❖ Facebook &amp; Instagram Ad, linking back to event page</li><li>❖ Shared with Outreach team and OUSD/Employment partners</li></ul></li><li>➤ Summer &amp; Fall 21<ul style="list-style-type: none"><li>❖ Flipbooks live on Laney.edu/classes for priority registration</li><li>❖ Disseminated via email blast, &amp; social media</li><li>❖ GIFs will appear on homepage April 26</li><li>❖ Updates sent through Outreach team &amp; shared with employment partners</li><li>❖ Teamed up with district to create an “On Campus Fall” log, to be used on social and web (Idea from Chris)</li><li>❖ Next ad: Spotify, KMEL Radio, KMEL IG</li><li>❖ Promoting through AOI (Areas of Interest) Instagram accounts</li></ul></li><li>➤ Campaigns to Lookout For<ul style="list-style-type: none"><li>❖ CTE Summer Institute</li><li>❖ Highlight late-start, weekend, &amp; open classes on homepage of Laney.edu, share via email blasts, and feature on social media</li><li>❖ Promote Welcome Week events</li><li>❖ Utilize current strategies to highlight classes that will be offered</li></ul></li></ul>	
--	--	--



# STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<p>on campus (dedicated “on Campus” list to be featured on Laney.edu)</p> <ul style="list-style-type: none"> <li>❖ Promote registration into Learning Communities.</li> <li>➤ Submitting PIO Requests <ul style="list-style-type: none"> <li>❖ If you need help spreading the word about an event, need your class posted to social media, or need WordPress help, please send ALL requests to Laneywebhelp@peralta.edu</li> <li>❖ All events must be posted to the college events calendar: Laney.edu/events</li> <li>❖ Please remember to include the non-discrimination statement on your flyers.</li> </ul> </li> <li>• Gelser Zavala suggested increasing email blasts, especially if it is 1 to 2 times a week. <ul style="list-style-type: none"> <li>➤ Larena Baldazo explained that some students have unsubscribed from newsletters or emailed complaints when there are too many emails blasts, hard to find a good balance.</li> <li>❖ Open to meeting separately and discussing ideas and brainstorming.</li> </ul> </li> </ul>	
<b>VII. SEM Works: Strengths &amp; Opportunities</b> <b>(10 Minutes)</b> ➔ All	<ul style="list-style-type: none"> <li>• Not enough time, tabled for next meeting.</li> </ul>	<ul style="list-style-type: none"> <li>• To add onto May 5<sup>th</sup> Agenda.</li> </ul>
<b>VIII. Updates</b>	<ul style="list-style-type: none"> <li>• Rupinder Bhatia mentioned Antoine Mehoulley (Chief Technology &amp; Information Officer for Peralta District) is working on the next phase of the PeopleSoft updates.</li> <li>• Vicki Ferguson spoke about upcoming the Black Students Success (April 26-30).</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>IX. Adjournment</b>	<ul style="list-style-type: none"> <li>• Atiya Rashada 1<sup>st</sup>, Mark Fields 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting adjourned at 12:10 p.m.</li> </ul>

**NEXT SEM COMMITTEE MEETING – May 5, 2021→10:30 a.m.-12:00 p.m.**