



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

COMMITTEE: STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

MEETING DATE: April 7, 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: Larena Baldazo, Clifton Coleman, Katrina Santos, Laura Bollentino, Derek Lee, Inger Stark, Iolani Sodhy-Gereben, Katrina Santos, 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
I. Review and Approve Agenda (5 Minutes)	<ul style="list-style-type: none"> • Atiya Rashada 1st; Mark Fields 2nd. No abstentions. 	<ul style="list-style-type: none"> • Approve agenda with motion to add Item IV. & VII. To April 21st agenda
II. Review and Approve Minutes (5 Minutes) → March 17, 2021	<ul style="list-style-type: none"> • Mark Fields 1st; Janelle Tillotson 2nd. 	<ul style="list-style-type: none"> • Joseph Koroma abstained; Minutes approved.
III. Enrollment Update (10 Minutes) → Mark Fields	<ul style="list-style-type: none"> • Mark Fields presented Enrollment Updates. <ul style="list-style-type: none"> ➤ Gained 90 more FTES compared to full term classes ➤ Productivity gain of 12.8 compared to 10.9 at February ➤ Will provide year number at next meeting. ➤ Vicki Ferguson questioned number of summer & fall schedules ➤ Mark Fields informed committee of updates and corrections are being made and upon completion the schedule will be uploaded. ➤ Mildred Lewis questioned the percentage of classes being offered online ➤ Mark Fields replied as the sanctions are lifted more classes will be offered. CTE classes will continued 	<ul style="list-style-type: none"> •



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<p>to be offered in person depending on class cap.</p> <ul style="list-style-type: none"> ➤ Chris Weidenbach mentioned a discrepancy on the webpage. ➤ Rupinder Bhatia questioned (chat) if a list of face to face classes can be provided for preparation of technology need. ➤ Chris Weidenbach questioned if a survey for students has been conducted for input on return to class ➤ Terrence Greene questioned if a survey would be given to faculty. Especially in student services; ➤ Vicki Ferguson shared that administrators and managers are conducting walk through to assess needs and any surveys and or data collection is vetted through collective bargaining units. ➤ Terrance Greene questioned of timeline for return to campus as August is approaching. ➤ The committee discussed concerns of returning to campus; protocols to alert students; testing sites; sanitizing stations in student center. ➤ Mildred Lewis mentioned students are not receiving surveys due to technology disengagement. ➤ Terrance Greene questioned costs of tests and if the testing costs are those costs incurred by campus. 	
<p>IV. SEM Plan Metrics for Success Update (10 Minutes) ➔ Clifton Coleman</p>	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Tabled for April 28th SEM meeting.
<p>V. ESOL Guided Self-Placement (10 Minutes) ➔ Beth Maher</p>	<ul style="list-style-type: none"> • Beth Maher presented on Guided Self Placement (GSP); Guided Pathways began in spring of 2017 • Shared steps and process students also have option to opt out. 	<ul style="list-style-type: none"> •



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"> • Previewed and discussed laney.edu GSP webpage • Explained each level and the steps student go through. • Students information is filtered to Blanca in Assessment and/or to counselors for an appointment • ESOL receiving a much higher yield; 81% enrolled (fall 2020) compared to 69% (spring 2020) • Will continue online with GSP; would like to be included 	
VI. SEM Works/Plan (30 Minutes) → Chairs	<ul style="list-style-type: none"> • Committee started to review the SEM Works report information • Focused on Strengths and Opportunities for Marketing • Discussion centered around a more robust website with an audience channel. Mildred shared about a consultant coming on board to work on follow-up and enhance enrollment strategies • Will continue to review the report and recommend “opportunities” to be included in the new SEM Plan 	
VII. Marketing Plan (10 Minutes) →Larena Baldazo	<ul style="list-style-type: none"> • Larena will present at the next SEM meeting 	<ul style="list-style-type: none"> • Tabled for April 28th SEM meeting.
VIII. Updates	<ul style="list-style-type: none"> • Vicki reported the Student Loan Default Management Sub-Committee was approved as 2nd read at College Council. Next College Council President will report if accepted the recommendation in order for the sub-committee to move forward. 	<ul style="list-style-type: none"> •
IX. Adjournment	<ul style="list-style-type: none"> • Derek motioned; Mildred 2nd. 	<ul style="list-style-type: none"> •

NEXT SEM COMMITTEE MEETING – April. 21, 2021→10:30 a.m.-12:00 p.m.