



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

COMMITTEE: STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

MEETING DATE: Wednesday, December 1, 2021

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

PARTICIPANTS: Ramon L. Knox, Rebecca Opsata, Mildred Lewis, Atiya Rashada, Rupinder Bhatia, 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**

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
I. Review and Approve Agenda (5 Minutes)	<ul style="list-style-type: none"> • Rupinder Bhatia 1st, Atiya Rashada 2nd. 	<ul style="list-style-type: none"> • Majority passes; agenda was approved.
II. Review and Approve Notes (5 Minutes) →Nov. 17, 2021	<ul style="list-style-type: none"> • Atiya Rashada 1st, Sarah Backes-Diaz 2nd. 	<ul style="list-style-type: none"> • Majority passes; minutes were approved.
III. SEM Plan 2018-2021 Summary Discussion Breakout Room: Report Out (20 Minutes) →Workgroups	<ul style="list-style-type: none"> • Rebecca Opsata spoke about the breakout activity conducted last SEM meeting about the 2018-2021 SEM Plan. <ul style="list-style-type: none"> ➢ Summarized each workgroup's notes onto 1 document. ➢ Gave 10 minutes for workgroups to go into their breakout rooms and look over their section's summaries to make edits and additions as needed. • Sarah Backes-Diaz mentioned there is overlap between groups. <ul style="list-style-type: none"> ➢ Spoke about the Areas of Interest website and its mapping tool and how there are inconsistencies with the department & faculty websites. <ul style="list-style-type: none"> ❖ Information is not up-to-date as Areas of Interest. ❖ Can inform staff and faculty to let them know to update their sites. Can't up date the sites for them. • Janelle Tillotson spoke about the remote/hybrid piece. <ul style="list-style-type: none"> ➢ Judged based in the ease & accuracy of the Laney website. 	<ul style="list-style-type: none"> •



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"> ➤ Spoke about the need to push for a web developer, which will lighten the load of the Laney College PIO, Larena Baldazo. • Nia Ford said there is a lot more to add to the summarized document about the Welcome Center. <ul style="list-style-type: none"> ➤ Add more on the usage of virtual/remote services. <ul style="list-style-type: none"> ❖ Pre-recorded webinars. ❖ Zoom open hours ❖ Etc. • Rebecca Opsata asked Nia Ford to add those points into the document. • Larena Baldazo stated they have a freelance web developer but the budget for it is not ideal. 	
<p>IV. SEM Plan 2021-2023 (55 Minutes) →Workgroup</p>	<ul style="list-style-type: none"> • Ramon Knox stated the conversation about developing the new SEM Plan (2021-2023). <ul style="list-style-type: none"> ➤ Everyone has to be on the same page, and use the same language. ➤ Needs to be a group discussion. ➤ Mentioned how enrollment management is often confused with enrollment services. ➤ Stated a common issue that comes up when developing a new SEM plan is how people often build the top step of the plan first rather than focus on the steps working up to the top. ➤ Need to think and develop tangible goals. • Ramon Knox opened the floor and asked the group “What are some of the issues that have a direct impact on student enrollment at Laney College, Peralta College, East Bay?” . • Nia Ford responded the common issues students face housing, cost of living, violence, and the need to work versus education. • Atyia Rashada added how there are competing and faster ways of making 	<ul style="list-style-type: none"> •



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<p>money versus community college/education.</p> <ul style="list-style-type: none">➤ Youth and many others are more interested in social media careers, becoming influencers and creators.➤ Added that there are other cheap/free courses online available. <ul style="list-style-type: none">• Chris Weidenbach added it takes a while to have a reputation and for changes to happen.<ul style="list-style-type: none">➤ Stated that in the last decade Laney was not as up to date.➤ Classrooms are functional for the first time in years.➤ College was setback due to COVID.➤ Also the recent bad press worked against us.• Janelle Tillotson spoke about how there are issues with the application and how students don't receive a notification of confirmation that application went through/received.<ul style="list-style-type: none">➤ Also there are Campus Solutions issues.➤ User experience is not as good with these sites/programs.➤ Mentioned repeatability issues and how students have to go through unnecessary transitions, like when student need to go through a long approval process to get extra classes.• Elizabeth Wadell mentioned that 71% of ESOL enrollment attend.<ul style="list-style-type: none">➤ Added that many can't come to the orientation sessions and give up on the class.• Sarah Backes-Diaz said that many students give up on Laney College and go to other colleges instead.• Atiya Rashada added technology issues are another factor.<ul style="list-style-type: none">➤ Need to move forward and provide computers that are accessible and up to date.	
--	---	--



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

- Nia Ford spoke about her experience giving tours of the college and how there are times where it is embarrassing with how the campus looks like.
 - Remarked a time where she was guiding a tour for middle school students and how there were trash and needles visible on the campus grounds.
- Chris Weidenbach spoke on how instructors are neglected.
 - Evaluator tools don't work well or are glitched.
 - Projectors installations/upgrades were 10 years delayed.
 - Also not all students that apply to Laney College are unfamiliar about the college process.
 - ❖ Laney College also get grad students applicants.
 - Mentioned 7 years ago Laney College had a test user experience and many had issues navigating the website.
- Ramon Knox expressed his appreciation for the communication and feedback, recognizes the struggle.
- Elizabeth Wadell added that a lot of people and students don't know where to go for services.
- Ramon Knox presented the group with more questions: "What data is needed to develop the future Enrollment Plan (SEM)?" & "What data do we need access to?"
- Nia Ford said data in developing gaps in enrollment.
 - Students who apply to Laney College but don't enroll.
 - Data on high school student enrollment.
- Mildred Lewis wrote in the Zoom chat environmental scan and demographic data.
 - Also, to look at comparative colleges and see how we meet.



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

	<ul style="list-style-type: none"> • Rebecca Opsata created 2 breakout rooms for activity. <ul style="list-style-type: none"> ➤ Asked the note takers to jot down notes to send to the committee. • Ramon Knox stated the 2 questions the groups will discuss are: <ul style="list-style-type: none"> ➤ Question 1: What is the primary purpose/focus to grow FTES? ➤ Question 2: What kind of data would be helpful to establish goals? 	
V. Cancellation of Dec. 15th Meeting	<ul style="list-style-type: none"> • Ramon Knox asked the committee if they want to cancel the Dec. 15th meeting. <ul style="list-style-type: none"> ➤ Majority of committee voiced they want to keep the meeting. 	<ul style="list-style-type: none"> • Dec. 15th Meeting will occur.
VI. Updates (5 Minutes)	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
VII. Adjournment	<ul style="list-style-type: none"> • Mildred Lewis 1st, Chris Weidenbach 2nd. 	<ul style="list-style-type: none"> • Meeting adjourned 12:02 p.m.

UPCOMING SEM COMMITTEE MEETINGS

- Dec. 15, 2021
- Feb. 3, 2022*