STRATEGIC ENROLLMENT MANAGEMENT
MEETING MINUTES

LANEY COLLEGE

COMMITTEE: **STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE**

MEETING DATE: **February 3, 2021**

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

MEMBERS: Vicki Ferguson, Mark Fields, Mildred Lewis, Gary Albury, 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 **(Quorum: 11)**

ABSENT: Derek Lee, Inger Stark, Laura Bollentino, Iolani Sodhy-Gereben, Jessica Garcia

NOTETAKER: **Hope Lane**

AGENDA ITEM	GOAL/DISCUSSION	ACTION
I. Review and Approve Agenda (5 Minutes)	• Rupinder Bhatia add to agenda [Accreditation Update] as Item #7. • Mark Fields 1st, Elizabeth Maher 2nd.	• Amendment to Agenda: VII: Accreditation Update. • Majority passes, agenda was approved.
II. Review and Approve Minutes (5 Minutes) →December 16, 2020	• Mark Fields 1st, Katrina Santos 2nd.	• Majority passes, minutes were approved.
III. Enrollment Update (15 Minutes) →Mark Fields	• Mark Fields presented Enrollment Updates. ➢ Currently in 2nd week of the semester. ➢ Percentage of Enrollment Target: 65% of target. ➢ Drop in FTES, due to dropped sections. ➢ Class caps affect productivity. ❖ Labs had lower class caps. • Tuan Nguyen (CIS Instructor) spoke about his experience with enrollment. ➢ Noticed a trend in the last 2 semesters. ➢ Students have difficulty understanding how are class run online. (Asynchronous or synchronous) ➢ Spoke about his experience with his sections. ❖ End of 2020 had about 13/14 students enrolled. ❖ Since January 1st, every week at least 5 students enrolled.	• Mark Fields to connect with Tuan Nguyen (CIS Instructor) and Chris Weidenbach to discuss enrollment issues and solutions.

	❖ Concerns about enrollment deadlines for students and how for instructors to incorporate and work with delayed add students. - Suzan Tiemroth-Zavala mentioned how the department chairs required from instructors to state and inform them which courses are taught asynchronous or synchronous and for that information to be put in the class schedule. - Chris Weidenbach added that on the class schedule on Passport it would state TBA but it actually means asynchronous. ➢ Another issue with Passport was how the previous semester's class schedule was still included in the system with the current/upcoming semester. ➢ More steps/effort and confusing for the student to change filters to find classes. - Mark Fields mentioned how the current software on Passport is structured to have the old data/class schedule until a certain date then it is removed. ➢ Added that a soft update to the Passport system will be occurring. - Terrance Greene spoke about how the Notes section in the class schedule on Passport are confusing students. ➢ Notes vary in length of content from 1 sentence to 2 paragraphs. ➢ Added that some students were confused on how the labs were listed. - Rupinder Bhatia wrote in the Zoom Chat: "The comments section is very confusing for students. Some courses list the Pre-requisites, but some notes state that the Pre-requisites are optional, and the system doesn't let the student enroll." - Mark Fields wrote in the Zoom Chat the extended notes section was a request from the faculty. - Mildred Lewis stated that enrollment is down for all higher education.		

	➢ Would like to see data comparison with neighboring institutions.	

IV. Student Demographic Update
 (10 Minutes)
 ➔Clifton Coleman
	• Clifton Coleman presented Fall 2020 & Spring 2021 Demographics for Laney College.
	    ➢ Throughout the state enrollment has decreased.
	    ➢ Currently Laney College is lower than the state average numbers.
	    ➢ The data/percentage of from Fall 2020 to Spring 2021 is fairly similar to one another, such as gender: male, female, unknown or ethnicity: 1% difference between Fall 2020 and Spring 2021.
	 • Chris Weidenbach asked what was decrease from Fall 2020 to Spring 2021, such as FTE.
	    ➢ Mentioned there is usually a decrease of students from the Fall to Spring.
	 • Gelser Zavala brought up that being English (language) heavy may affect the Asian and Latinx demographic numbers.
	    ➢ Some students may not feel as comfortable with English and may not enroll in school due to these barriers.
	    ➢ Include more language options on Laney College website.
	 • Larena Baldazo elaborated on the difficulties of language options for the Laney College website.
	    ➢ Don't want to bombard the website and make it too text heavy.
	    ➢ Due to the large amount of information/stuff on Laney College's website, it can't be on/work with Google Ads.
	    ➢ When there is too much information/stuff on a webpage it slows down the loading time or can even freeze the webpage.
	 • Gary Albury asked about how can the college track and outreach to students who were enrolled in the Fall semester but didn't return in the Spring semester.
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	• Mildred Lewis stated what they used to do to reach out to those students in the past. ➢ Would get a list of students from Clifton Coleman (Students who enrolled in Fall but didn't return in the Spring semester.) ➢ Charles Bradford (Welcome Center) would use the list and call students to inquire why they didn't re-enroll for the following semester. ➢ Most students would answer social economic realities stopped them from enrolling the following semester. (Students were interested/wanted to continue taking classes but couldn't). ➢ Mentioned wanting to look at the National Clearing House for more data. • Mark Fields spoke about current marketing outreach efforts. ➢ Advertising in nearby university newspapers (UC Berkeley, CSU East Bay). ➢ Language outreach. ➢ CTE grant ➢ CARES Funding for advertising. • Nia Ford in Zoom Chat asked if the late start class list is ready so the Welcome Center could reference it and send it out to the students. • Mark Fields answered the late start class list will be sent out next week.	
V. Student Support Resources Update: Spring 2021 **(20 Minutes)** →**Committee**	• Vicki Ferguson showed Laney College's Enrollment Package (Located on the Virtual Campus for Students - Remote/Online Services webpage). • Katrina Santos spoke about some of student resources. ➢ Free Hotspots for 1 year, will close by this week. ➢ Mentioned issues with students who apply and qualify for the hotspots but don't come to pick and issues with coordinating/scheduling.	•

	• Vicki Ferguson suggested mailing the hotspots to students who aren't able to or have difficulty picking up the hotspots, like what was organized for the Chromebook Lending Program. ➢ Derek Pinto said it could be arranged. • Vicki Ferguson showed the Student Support Services Contact List for Spring 2021 (PDF) located on the website and advised staff to have a copy saved/on-hand. • Rupinder Bhatia spoke about the New Student Orientation live this week. ➢ Link: https://www.studentpathway.com/peralta/laney • Rupinder Bhatia brought up about Tech Support Tickets where people have contacted them about how to close the pop-up on the main webpage Laney College website. • Larena Baldazo stated that she can remove the pop-up since it was been a week since the semester started. ➢ Purpose of the pop-up was to bring attention to the available student resources and virtual campus.	
VI. Default Management Committee aka Student Loan Default Prevention Committee, Review and Discuss Edits **(15 Minutes)** **➔Committee**	• Vicki Ferguson presented on the Default Management Committee Draft. ➢ Overview of the Committee composition. ➢ Asked SEM committee if they had any suggestions. ➢ Brought draft for approval from the SEM committee.	• For College Council Meeting (Feb. 10th) 1st read; agenda item must be submitted by days end. (Feb. 3rd) • SEM committee approved to move the Default Management Committee aka Student Loan Default Prevention Committee forward.
VII. Accreditation Update **(5 Minutes)** **➔Rupinder Bhatia**	• Rupinder Bhatia spoke on Accreditation updates (ACCJC Peer Review Team). ➢ Will occur on March 1 through 4. ➢ Will be a virtual visit through Zoom. ➢ Led by Dr. Pam Luster, President of San Diego Mesa College.	•

	➢ Team will interview College community members, and observe a few class meetings. ➢ Visiting team doesn't make a decision on accreditation status. Commission makes decision based on team' recommendation and the Commission's assessment of the ISER. ➢ College will be informed of the results and accreditation status by the time the ACCJC meets in June 2021. - Rupinder Bhatia asks of the departments, programs, and committee to make sure their websites are updated. ➢ Remove old information and post new information. ➢ Check if all links are active and relevant. ➢ Consider posting goals, assessment results, and subsequent planning.	
VIII. Goals: Review & Discuss **(20 Minutes)** **Breakout Rooms** **→ Committee**	Vicki Ferguson asked to move Goals: Review & Discuss to next agenda after Agenda Item III – Enrollment Updates.	Add Goals: Review & Discuss to SEM Committee February 17 2021 Agenda after Agenda Item III – Enrollment Updates.
IX. Updates	- Rupinder Bhatia spoke about the PeopleSoft program updates that will be happening next week (February 10, 2021). ➢ Programs: Prompt (Faculty), Epaf, Passport (Student). ➢ Other programs such as faculty email and SARS will be available and working. - Janelle Tillotson spoke on her work with the Inter-dialogue program. ➢ Link: tinyurl.com/intergroupdialogues ➢ Will be on 4 Fridays, February 19 to March 12. ➢ Will be 12 hours of staff development, classified staff who want to participate will not qualify/count for those 12 hours.	

	➢ Program will be facilitating talks about intergroup problems and issues.	
X. Adjournment	• Gary Albury 1st, Mark Fields 2nd.	• Meeting adjourned at 12:02 p.m.

NEXT SEM COMMITTEE MEETING – Feb. 17, 2021→10:30 a.m.-12:00 p.m. Zoom ID# 500-441-427