



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

COMMITTEE: STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

MEETING DATE: Wednesday, March 2, 2022

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

PARTICIPANTS: Ramon L. Knox, Rebecca Opsata, Mildred Lewis, Atiya Rashada, 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, Director-Information Technology: Vacant

ABSENT: Derek Lee, Clifton Coleman, Sarah Backes-Diaz, Nia Ford, Katrina Santos, Precious Gerardo, Jasai Martinez, Bilal Homran, Director-Information Technology: Vacant

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"> • Update Rupinder Bhatia to Vacant in Participants. <ul style="list-style-type: none"> ➢ Will contact the new Director of IT of SEM committee position. • Ramon Knox stated he wanted to adjust the agenda to include the group activity for Agenda items III & IV. <ul style="list-style-type: none"> ➢ Agenda item VI. SEM Plan Group Activity -> 30 minutes • Larena Baldazo 1st, Atiya Rashada 2nd. 	<ul style="list-style-type: none"> • Hope Lane to email/contact the new Director of IT, Balamurali (Bala) Sampathraj regarding his SEM committee position. • Majority passes, agenda with amendments was approved.
II. Review and Approve Notes (5 Minutes) →December 1 & 15, 2021	<ul style="list-style-type: none"> • December 1, 2021 Minutes: Janelle Tillotson 1st, Rebecca Opsata 2nd. • December 15, 2021 Minutes: Mark Fields 1st, Rebecca Opsata 2nd. 	<ul style="list-style-type: none"> • December 1, 2021 Minutes: Majority passes, minutes were approved. • December 15, 2021 Minutes: Majority passes, minutes were approved.
III. Enrollment Update (10 Minutes) →Co-Chair Becky Opsata	<ul style="list-style-type: none"> • Rebecca Opsata shared and presented her slides. <ul style="list-style-type: none"> ➢ Slide: Percent Change Spring 2022 vs Spring 2021 <ul style="list-style-type: none"> ❖ Laney College Sections: 3 ❖ Laney College Students: -6 ❖ Laney College Enrollment: -4.3 ❖ Laney College RES_FTES: 7.4 ❖ Laney College TOT_FTES: 8.4 ❖ 111 sections open for March 2022 (Late Start classes) 	<ul style="list-style-type: none"> •



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	<ul style="list-style-type: none">➤ Slide: Spring 2022 vs Spring 2021 continued<ul style="list-style-type: none">❖ As of 31 days into Spring, this compares with the Same number of days last Spring.❖ We are down 562 students and are down 686 enrolled seats in classes.❖ We are up 151.9 FTES (an increase of 8.4%)➤ Slide: FTES and Census Enrollment Charts<ul style="list-style-type: none">❖ FTES: 2990.81 (Spring 19), 2847.03 (Spring 20), 2037.29 (Spring 21), 1951.2 (Spring 22).❖ Census Enrollment: 23225 (Spring 19), 21051 (Spring 20), 15863 (Spring 21), 15128 (Spring 22).➤ Slide: Screenshot of the Census Enrollment Schedule Spring 2022 – Open Courses➤ Slide: Promotion of Late Start Classes<ul style="list-style-type: none">❖ Spring Festival<ul style="list-style-type: none">▪ Similar to One Stop Events in the past.▪ Event date: March 16, 2022 from 10 a.m. – 2 p.m. (on campus) & 4 p.m. – 6 p.m. (virtual)▪ Ramon Knox explained this is part of the plan to have 3 One Stop events in the semester. (One for the beginning, late start, and end of the semester.)❖ Larena’s Work<ul style="list-style-type: none">▪ Spring Festival 2.0 Save the Date Flier▪ Social media efforts on Instagram & Facebook▪ Spoke about additional marketing for Spring festival 2.0 (Text, email, link to event’s webpage, etc.)▪ New analytics tool/platform: HubSpot	
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	<ul style="list-style-type: none"> • Janelle Tillotson mentioned the Counseling Department is preparing for graduation petitions, and working on videos and messaging for it. • Terrance Greene asked Rebecca Opsata about data of the fill rate. <ul style="list-style-type: none"> ➢ What percentage of class is filled? Difference between in-person, hybrid, remote courses? ➢ Rebecca Opsata stated ~30% for Face-to-face (in-person) and ~50% for hybrid/remote classes. • Atiya Rashada made a request to have the numbers or percentage of students in hybrid and in-person classes. <ul style="list-style-type: none"> ➢ Rebecca Opsata stated she provides these in her weekly reports for the Office of Instruction and Curriculum. <ul style="list-style-type: none"> ❖ Can add whoever is interested in looking at these reports in her email distribution list. • Rebecca Opsata commented that the college is aiming for 50% of classes to be on campus. <ul style="list-style-type: none"> ➢ Will need to determine and define what is considered to be in-person. <ul style="list-style-type: none"> ❖ Previously in-person counted students who took the classes remotely but came to the campus to take the exams. ❖ How does hybrid count in the calculations? • Chris Weidenbach asked if this is a campus wide policy? <ul style="list-style-type: none"> ➢ Rebecca Opsata stated this is campus-based decision and each Peralta campus is determining and planning differently. 	
<p>IV. SEM Plan 2018-2021 Summary Discussion - Update (25 Minutes) →All</p>	<ul style="list-style-type: none"> • Rebecca Opsata shared and presented the Planning Updates Slides. <ul style="list-style-type: none"> ➢ Slide: Planning Updates (1) <ul style="list-style-type: none"> ❖ The district is starting the process of making a new district educational 	<ul style="list-style-type: none"> •



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	<p>master plan. They are hiring a firm to conduct an environmental scan.</p> <ul style="list-style-type: none">❖ We are starting to work on our Strategic Plan. Friday, March 11 at 8:30 a.m. – All College Retreat to begin the process. Hope is to set Strategic Goals and Objectives by the end of this Spring.❖ Then, we will do our Strategic Planning process in tandem with the district’s process. We will use their environmental scan, we will integrate their larger goals, etc. This means it will be next fall that sees the bulk of the work. <p>➤ Slide: Planning Update (2)</p> <ul style="list-style-type: none">❖ Our local plans:❖ Strategic Plan 2018-2023❖ Strategic Goals and Objectives (included in the Strategic Plan 2018-2023)❖ Strategic Enrollment Management Plan 2018-2021 (extended through this year) (we are “closing this out now”)❖ Equity Plan 2019-2022❖ Educational Master Plan 2016❖ Technology Master Plan 2020-2021❖ Facilities & Technology Master Plan 2017 <p>➤ Slide: Planning Update (3)</p> <ul style="list-style-type: none">❖ Strategic Enrollment Management Plan – we have been working all year to “close it out”. It has 6 parts:<ol style="list-style-type: none">1. Scheduling, curriculum, and pathways -DONE2. Student Support -DONE3. Marketing & Outreach – DONE4. Productivity -Hope to finish today5. Cooperative district schedule – hope to finish today6. SCFF - hope to finish today <p>➤ Slide: Planning Update (4)</p>	
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	<ul style="list-style-type: none"> ❖ Once we complete the “close out” document, the next step is to start drafting the new plan. ❖ Question: given the work of the district planning and the college planning starting now ... how should we proceed with the SEM Plan? <ul style="list-style-type: none"> ▪ How can we integrate our integrated planning? ▪ What does this committee want to do next? ➤ Slide: Planning for the Future Planning <ul style="list-style-type: none"> ❖ Foundation ❖ Approach ❖ Strategy 	
<p>V. SEM Plan 2021-2023: Approach, Strategic and Practices: Review and Discuss (40 Minutes) →All</p>	<ul style="list-style-type: none"> • Ramon Knox asked the committee what data points are needed for determining enrollment plan. • Mildred Lewis stated they need to know who is really here (Laney & Oakland Community) <ul style="list-style-type: none"> ➤ Economic and demographic data ➤ Suggested having student and community focus groups. • Elizabeth Wadell mentioned that 80% of the CCCApply applicants go and take classes. <ul style="list-style-type: none"> ➤ Spoke of issues and needing to tweak/change the application process and needing data and information on the drop rates (who apply but doesn't take classes). ➤ Would like demographic data on students who enroll in ESOL classes. • Janelle Tillotson added there is another issue that students face with CCCApply, the welcome letter. <ul style="list-style-type: none"> ➤ After students complete and submit their application, they receive an email of confirmation and in the email, it states the student will get a welcome letter from the college of their enrollment after 24-48 hours. 	<ul style="list-style-type: none"> •



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	<ul style="list-style-type: none"> ➤ However some students never get the letter and there are no instructions in the email of what to do or who to contact if they don't receive the college welcome letter. ➤ Students would wait and some would reach out to Admission and Records for assistance with this enrollment issue. ➤ Would like to know what is causing this issue and would like to see the contents of the welcome letter. 	
VI. SEM Plan Group Activity (30 Minutes) → All	<ul style="list-style-type: none"> • Due to lack of time, group activity was skipped. 	<ul style="list-style-type: none"> • Tabled for next meeting.
VII. Updates/Other (5 Minutes)	<ul style="list-style-type: none"> • As the Spring Festival 2.0 event is happening at the same time as the SEM meeting, the meeting will be cancelled. ➤ Many of the committee members will be working at the event. 	<ul style="list-style-type: none"> • March 16, 2022 SEM meeting was cancelled.
VIII. Adjournment	<ul style="list-style-type: none"> • Mildred Lewis 1st, Larena Baldazo 2nd. 	<ul style="list-style-type: none"> • Meeting adjourned at 12:00 p.m.

UPCOMING SEM COMMITTEE MEETINGS

- March 16, 2022
- April 6, 2022