STRATEGIC ENROLLMENT MANAGEMENT
MEETING MINUTES

COMMITTEE:	**STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE**
MEETING DATE:	**Monday, May 17, 2021** *(Date changed due to Malcolm X Holiday)*
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:	**Mark Fields, Mildred Lewis, Derek Pinto, Derek Lee, Clifton Coleman, Suzan Tiemroth-Zavala, Inger Stark, Joseph Koroma, Iolani Sodhy-Gereben, Elizabeth Maher, Precious Gerardo, 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)**	• Did not meet quorum, no agenda review or approval.	• To move onto September 2021 SEM meeting agenda for review and approval.
II. Review and Approve Minutes **(5 Minutes)** →**May 5, 2021**	• Did not meet quorum, no minutes review or approval.	• To move onto September 2021 SEM meeting agenda for review and approval.

III. Enrollment Update **(10 Minutes)** →**Mark Fields**	• Mark Fields was not at meeting to present.
	• Vicki Ferguson showed the Enrollment updates received from Rudy Besikof (Laney College President).
	  ➢ Summer 2021:
	    ❖ Sections: 175
	    ❖ Census: 3251
	    ❖ FTES Resident: 361.40
	    ❖ FTES Non-resident: 21.75
	    ❖ FTES Total: 383.15
	    ❖ FTEF Total: 44.18
	    ❖ Average Enroll: 19
	    ❖ Average FTES: 2.19
	    ❖ Productivity: 8.67
	  ➢ Fall 2021:
	    ❖ Sections: 725
	    ❖ Census: 5478
		•

	❖ FTES Resident: 740.38 ❖ FTES Non-resident: 41.06 ❖ FTES Total: 781.44 ❖ FTEF Total: 164.07 ❖ Average Enroll: 8 ❖ Average FTES: 1.08 ❖ Productivity: 4.76	
IV. SEM Plan Metrics for Success Update **(10 Minutes)** ➔ **Clifton Coleman**	• Clifton Coleman was not at meeting to present.	•

V. Campus Solutions Discussion
(15 Minutes)
➔ **Charles Bradford/Silvia Cortez**
	• Rupinder Bhatia introduced Charles Bradford (From Laney College's Welcome Center) and Silvia Cortez (Admissions and Records System Analyst at the Peralta District) to speak about the Campus Solutions and Laney College Application process.
	• Silvia Cortez and Charles Bradford to present how the Application/Enrollment process looks from the backend and students' experience with Campus Solutions.
	• Rupinder Bhatia added that issues and improvements to Campus Solutions and enrollment were discussed at a District call last week.
	• Silvia Cortez presented how CCCApply applications are sent to the Peralta District system (Works on the Backend).
	  ➢ Slide 2: Who needs to apply?
	    ❖ New students who have never attended any of the Peralta Colleges.
	    ❖ Students who have previously applied/attended, but have not enrolled in the last 2 consecutive main terms (Fall/Spring).
	  ➢ Slide 3: CCCApply Products
	    ❖ Standard Application – currently using
	    ❖ International Application -currently using
	    ❖ Non-credit Application – needs to be tested and deployed
		•

	❖ MyPath – currently using ➢ Slide 4: Application Process ❖ Students creates a CCCApply account and receives their CCCID (alpha-numeric) ❖ Students completes application and receives a confirmation number (numeric) ❖ Peralta receives and uploads applications every 15 minutes ❖ All students (new and returning) receive an email confirmation once their application has been successfully uploaded to PeopleSoft. ➢ Slide 5: New Student Sample Email ➢ Slide 6: Returning Student Sample Email ➢ Slide 7: Application Issues and What to Do ❖ Applications for new students load successfully most times, unless they are picked up by the CCCApply Spam Filter ❖ Applications fail to load if a student's personal information does not match (SSN, DOB, and First Name or Last Name) ❖ Students should email admissions@peralta.edu and provide their full name, confirmation numbers, and Student ID if available ➢ Silvia Cortez opened the floor for questions. • Janelle Tillotson asked about when CCCApply applications don't go through to Peralta and happens to these applications. ➢ Silvia Cortez explained these applications enter [Suspend Mode] and in the past these was a person who would manually check these flagged applications every other morning and manually push them through after review.	

	➤ Silvia Cortez added that currently there is no person who is doing this role so if students haven't received a confirmation email from the Peralta District that their application has been received and they are enrolled then they would need to admissions@peralta.edu to follow up. • Chris Weidenbach asked in Zoom Chat how long does it take to get the first confirmation email. • Silvia Cortez explained that once students have received their confirmation email then they are done with CCCApply. But if they haven't received their confirmation email after 4 hours then recommends students to email the help desk. • Silvia Cortez said these issues commonly happen to recently graduated high school students as they previously didn't have certain information fill options when they applied as a high school student. ➤ Charles Bradford added that high school students often use their high school provided emails to apply and once they graduate, they don't change/update their application information or they may reapply with their old school email so they can't access or get their confirmation email as a result. • Silvia Cortez added that the CCApply Confirmation Number is not the same as one's CCCApply application number, and how students should keep track of both in case they need to email the help desk or the Admissions and Records Department for assistance. • Silvia Cortez explained that if students input the wrong information (SSN, DOB, email) they can go back to change the information, but once the application is submitted then even if this is changed in	

	the application it also needs to be changed from the backend.	
	- Janelle Tillotson asked about returning students who reapply and if they forget their log-in information to their old account. ➢ Janelle Tillotson mentioned the procedure is for the student to complete and submit a Personal Update Form to the Laney College Admission and Records department or to admissions@peralta.edu to update their email and contact information on their Peralta Account. ➢ Silvia Cortez said that Admission and Records department has access to change passwords from their end, so students can email/contact them for assistance. - Janelle Tillotson asked if returning students update their information such as address, email, or phone number, will this change on the backend. ➢ Silvia Cortez answered everything can be updated except First & Last Name (can change preferred first name), Date of Birth, and SSN. - Vicki Ferguson and Rupinder Bhatia asked about the Suspension Process and how it looks like from the students' perspective. ➢ Silvia Cortez said students don't get a notification or are informed that their application has been stopped/Suspend Mode. ➢ Students would have to email if they believe there is an issue with their application and they will follow up and check. - Vicki Ferguson asked if there are any recommendations that people have with regards to the application process and its issues. - Charles Bradford suggested having an Application Halt/Stopped Notification.	

	➢ Added that most students wait for a long time for a confirmation and may wait until 1-2 weeks before the semester starts to contact Admission and Records and the Welcome Center about not getting a confirmation and how to enroll in classes. - Silvia Cortez said she will check with IT about developing an Application Halt/Stopped Notification. - Rupinder Bhatia asked during peak enrollment how many applications does the Peralta District get and how many get stuck/suspended. ➢ Silvia Cortez said during peak enrollment there are about 100-200 applications and about 25% could get stuck. - Janelle Tillotson asked for clarification about updating email address and retrieval. ➢ Charles Bradford said students can update the information when they are working on their application, but maybe the question is about if they don't remember the email to their account. ➢ Silvia Cortez said in the situation where the students can't log in because they don't remember the email to their account then they can email Admission and Records for assistance. - Atiya Rashada asked if it possible to change the language/wording in the CCCApply application. ➢ Spoke how international students can have different last names procedures. Some may use their father, mothers, or a combination of both when applying. ➢ Suggest having a statement on the application that asks students to input their name as how it appears on their legal identification documents (ID card, Passport, etc.)	

| | ➢ Adds how having clearer and more specific wording would help not just international students but also high school students. Silvia Cortez explained she doesn't have the ability to change the wording as it is controlled by the State Chancellor's office. Atiya Rashada spoke during her experience in Adult Education she and co-workers were able to review and make recommendations about the Application. Charles Bradford showed a demonstration of how a student adds a class on Campus Solutions. ➢ How to log into Campus Solutions ➢ How to search for courses ➢ How to enroll in a class ➢ How to make a payment Janelle Tillotson asked if Charles Bradford could show where do students check for grades/unofficial transcripts. ➢ Charles Bradford showed to get to grades in Campus Solutions then one needs to click on the tile that says [Academic Records]. Terrance Greene recommended from his experience helping a student enroll that [Manage Class] should be changed to [Enrollment] and to be moved up on the webpage and [Academic Progress] should be changed to [Academic Plan]. Silvia Cortez said CST counselors has made similar requests and they are waiting for a list of suggestions from them. Vicki Ferguson mentioned about the Counselor Functionality Team, and mentioned Terrance Greene is part of it. ➢ They discuss about enrollment issues, think of improvements, and submit their concerns and ideas to Vice Chancellor Brown. Terrance Greene suggested having color coding on the courses so students can | |

	quickly and visibly see which Peralta College the cours is taught at. ➢ Also suggested instead of having to scroll to the right to find the submit button when enrolling in classes to make the submit button easier to locate. ➢ Spoke about how there is narrative (2 paragraphs) listed with each course and how it is repetitive and distracting from a student's perspective. • Vicki Ferguson suggests using CARES funds to address this Suspended Application issue. ➢ The application issue is also an equity issue (tech gap). ➢ Suggests hiring a temp to look at the suspended applications and to follow up. ➢ Added VP Derek Pinto has a survey about what use CARES funding on and can add this as a request from the SEM Committee. • Rupinder Bhatia added that from her experience at other colleges with CCCApply, though having a physical person to look at and help handle the suspended applications is useful one should think about creating and implementing a technical solution. ➢ But for the short term would be helpful too. ➢ Stated the 25% of applications being in suspended status is collectively for all 4 Peralta colleges.	
VI. Student Loan Default Prevention Discussion **(10 Minutes)** **Mildred Lewis/Vicki Ferguson**	• Vicki Ferguson shared the Student Loan Default Prevention Committee Draft and the committee composition. • Atiya Rashada mentioned she heard there will be summer training and wondered when it will be happening as she wants to look for students to be part of the training and committee.	•

	➢ Vicki Ferguson said the training dates will be scheduled when all the committee members are appointed.	
VII. SEM Plan Structure/Goals & Master Calendar 2021/2022 **(30 Minutes)** ➔ **Committee**	• Hope Lane briefly showed the SEM Plan master calendar for 2021-2022. ➢ Meeting location will depend on how the campus will be reopened with the COVID-19 situation. Either meetings will be in the conference room and or will continue to be on Zoom. ➢ Meeting times will be the same (10:30 a.m. to 12:00 p.m.).	•
VIII. Updates	• Atiya Rashada spoke about a program Sign Wall (?), which is similar to Padlet, and how it will be used for the graduation. ➢ Said people can start writing messages for the graduating class soon.	•
IX. Adjournment	• Janelle Tillotson 1st and Atiya Rashada 2nd.	• Meeting adjourned at 12:00 p.m.

NEXT SEM COMMITTEE MEETING – **Sept. 2021(Date TBD) ➔10:30 a.m.-12:00 p.m.**