



# STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

**COMMITTEE:** STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

**MEETING DATE:** May 5, 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:** Derek Lee, Clifton Coleman, Suzan Tiemroth-Zavala, Inger Stark, Iolani Sodhy-Gereben, 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
<b>I. Review and Approve Agenda</b> <b>(5 Minutes)</b>	<ul style="list-style-type: none"> <li>• Vicki Ferguson stated to make correction May 5<sup>th</sup> Agenda: Enrollment Updates – Mark Fields from Agenda item #4 to Agenda item #3.</li> <li>• Laura Bollentino 1<sup>st</sup>, Elizabeth Maher 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passes, agenda with correction was approved.</li> </ul>
<b>II. Review and Approve Minutes</b> <b>(5 Minutes)</b> → April 21, 2021	<ul style="list-style-type: none"> <li>• Laura Bollentino 1<sup>st</sup>, Mark Fields 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passes, minutes were approved.</li> </ul>
<b>III. Enrollment Update</b> <b>(10 Minutes)</b> → Mark Fields	<ul style="list-style-type: none"> <li>• Mark Fields presented the Enrollment Updates for Summer 2021 and Fall 2021.               <ul style="list-style-type: none"> <li>➤ Currently Summer 2021 enrollment numbers are down.</li> <li>➤ Developed and implementing efforts to boost enrollment:                   <ul style="list-style-type: none"> <li>❖ Marketing includes marketing to CSU/UC students</li> <li>❖ Industry outreach for CTE courses</li> <li>❖ Targeted student messages</li> <li>❖ Counseling informing student of availability</li> </ul> </li> <li>➤ Call to action to faculty and everyone to reach out to students and share on social media to their networks.</li> <li>➤ Will be sending out the Summer course cancelation on May 25<sup>th</sup>.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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	<ul style="list-style-type: none"><li>➤ Currently Fall 2021 enrollment numbers are off to a good start. Hopefully to pick up close to the semester.</li><li>• Laura Bollentino spoke about the upcoming implementation of the graduation/transfer requirement for CSUs: Area F (Ethnic Studies).<ul style="list-style-type: none"><li>➤ Haven't heard back from the district about which courses will qualify for Area F (Requirement has not finalized yet).</li><li>➤ Can't market about Area F and its courses as it isn't finalized and active yet (Area F will be implemented and start with the new students who are entering in Fall 2021).</li></ul></li><li>• Mark Fields stated that this was a concern that was brought up and that they are still waiting for approval for Area F.</li><li>• Laura Bollentino added that perhaps since Area F is not active yet then to advertise those courses for GE requirements.</li><li>• Terrance Greene asked which CSUs and UCs are Laney College course being advertised to?<ul style="list-style-type: none"><li>➤ Mark Fields responded Laney College Summer Courses are being advertised to CSU East Bay and UC Berkeley.</li><li>➤ Terrance Greene suggested advertising to San Francisco State University (CSU) and UC Davis.</li><li>➤ Mark Fields agreed and will look into the costs to market to those colleges.</li></ul></li><li>• Vicki Ferguson asked the committee if they noticed any trends or have any thoughts to share about the low summer enrollment.<ul style="list-style-type: none"><li>➤ Chris Weidenbach said from what he has noticed both students and faculty are "hitting the wall" and getting burnt out by online courses.<ul style="list-style-type: none"><li>❖ Perhaps students are burnt out and don't want to take more online classes during the Summer.</li></ul></li></ul></li></ul>	
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	<p>(Summer 2021 will continue to be remote with exception to labs and CTE courses).</p> <ul style="list-style-type: none"><li>❖ Perhaps if in-person classes are offered then enrollment and interest will get better.</li><li>• Terrance Greene spoke about the variety of students that usually take courses during the Summer.<ul style="list-style-type: none"><li>➢ High school students</li><li>➢ Laney Students who plan to graduate in the summer</li><li>➢ College students who are back home or taking a break from university</li><li>➢ Returning students</li></ul></li><li>• Terrance Greene mentioned that from his experience and perspective counseling has been very busy helping students with classes.<ul style="list-style-type: none"><li>➢ Added that counseling may not result in enrollment of courses.</li><li>➢ Spoke about how students are having issues with enrolling classes.</li><li>➢ Spoke problems of navigating Course Solutions program, accessing and finding courses on new system.</li><li>➢ Not enough time in a counseling session to walkthrough and guide students how to enroll.</li><li>➢ Usually, would have to default to directing students to email Laney College's Admission and Records Department for assistance.</li><li>➢ Concerned that department may be bogged down by students inquires and emails and how delayed responses may deter student from enrolling.</li></ul></li><li>• Mildred Lewis in Zoom Chat acknowledged the current issues with the enrollment system and updated that Enrollment Services is taking the leadership on this issue.</li><li>• Chris Weidenbach wrote in Zoom Chat "District Tech meets this Friday, and Siri</li></ul>	
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Brown told DAS yesterday that some improvements have been made to the enrollment platform. -- I don't have a way of testing or even seeing that platform. Does someone here have that access, and could show us how it's looking now?"

- Rupinder Bhatia added in the Zoom Chat of upcoming updates and enhancements to Campus Solutions that will be rolled out at the end of the week.
  - Will include class search functionality.
- Janelle Tillotson mentioned another issue that students may face with enrollment where they are logged into their Campus Solutions account but their enrollment dates are not updated in the system to allow them to enroll for courses.
  - Added that many students are surprised and not used to the new system as many haven't logged in since before the software update.
  - Also spoke about how students are "not in the groove" to enroll on their priority dates.
- Nia Ford added in the Zoom Chat about the Welcome Center's Zoom sessions to assist students with enrollment.
  - Welcome Center has Open Zoom hours Mondays and Wednesdays 9-11 and 1-3 for hands-on and live enrollment/application support from staff.
  - Zoom/event link is on the [Laney.edu/events](https://laney.edu/events) webpage.
- Mildred Lewis spoke about meeting with Laney College's Admission and Records Department.
  - Documented and discussed some issues that the department has noticed with enrollment.
  - Mentioned though there were instructional videos (from the Peralta District) of how to enroll in courses on the webpage students still faced issues.



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	<ul style="list-style-type: none"><li>➤ Asked Charles Bradford (Welcome Center) to make new enrollment tutorial/guide videos.</li><li>➤ Will be reviewing and comparing Peralta District's and Charles' videos and replace current videos with better ones.</li><li>➤ Received complaints that the current videos are not student friendly.</li><li>➤ Spoke about marketing the mobile app and pulling the district's app and revamp Campus Solutions for better enrollment experience and usability.</li><li>• Terrance Greene recounted his experience working with a student and their enrollment process.<ul style="list-style-type: none"><li>➤ Difficult to find the course enrollment link/app, Campus Solutions (Was the 5<sup>th</sup> app rather than the first app on the page.)</li><li>➤ Stated if it is not easy to notice and find then students are more likely to face trouble enrolling for classes.</li></ul></li><li>• Mildred Lewis stated that she will send out an email compiling the different sources, like the Welcome Center Zoom event.<ul style="list-style-type: none"><li>➤ Will be creating an instructional packet to hand off to the Deans and Counselors.</li></ul></li><li>• Larena Baldazo added that the Welcome Center Zoom event link is located on the Laney.edu/events webpage.<ul style="list-style-type: none"><li>➤ Noted that if there are a lot of events on the same day then the Welcome Center Zoom event may get buried/hidden on the event calendar.</li></ul></li><li>• Terrance Greene asked if the Welcome Center Zoom event could be separate from the events page and have a separate flashing link on the front page.</li><li>• Nia Ford added that the event is also advertised on the Laney College's Instagram, every Monday and Wednesday as a friendly reminder.</li></ul>	
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	<ul style="list-style-type: none"> <li>• Chris Weidenbach asked if there are any plans for a college wide planning for Spring 22.             <ul style="list-style-type: none"> <li>➢ Suggested having a student login mode available for staff use to simulate and demonstrate how apps like campus solutions look from a student’s perspective.</li> </ul> </li> <li>• Rupinder Bhatia mentioned about the difficulties with CCCApply.             <ul style="list-style-type: none"> <li>➢ Tested with submitting an application through CCCApply but application didn’t go through.</li> <li>➢ Had to email CCCApply multiple times to figure out why application didn’t go through or had a long wait period.</li> <li>➢ Janelle Tillotson added in Zoom Chat that students don’t receive any indication that their application has not processed, outside of not receiving a confirmation.</li> </ul> </li> <li>• Gelser Zavala said everything has been hitting harder for faculty and students.             <ul style="list-style-type: none"> <li>➢ Spoke about the other difficulties with the new enrollment system.                 <ul style="list-style-type: none"> <li>❖ Previous system has visual indicators for the student when they applied for class (Green=enrolled, Yellow=waitlist). New system doesn’t seem to have visual indicators.</li> </ul> </li> <li>➢ Spoke about low student involvement, like in the case with ASLC.</li> </ul> </li> </ul>	
<p><b>IV. Committee Evaluation Results &amp; Next Meeting Date Discussion</b>  <b>(15 Minutes)</b>          →Chairs</p>	<ul style="list-style-type: none"> <li>• Vicki Ferguson began going over the Committee Evaluation Results.             <ul style="list-style-type: none"> <li>➢ Briefly went over the questions and showed some of the collected responses.</li> <li>➢ Currently survey/evaluation has 15 responses.</li> <li>➢ Asked the committee to complete the survey/evaluation if they have not done so yet.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Ms. Hope will send out reminder invitation for May 17 @ 10:30-12 SEM meeting.</li> </ul>



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	<ul style="list-style-type: none"> <li>➤ If there are new responses to the evaluation then can add to the next meeting agenda and present on the results.</li> <li>• Hope Lane asked the committee to decide between 2 dates (May 17 @ 10:30-12; May 20 @ 11-12:30) for the next SEM meeting.             <ul style="list-style-type: none"> <li>➤ Had sent out a Doodle to vote for the next date but only received 4 responses.</li> <li>➤ Most of committee preferred Monday May 17 @ 10:30-12 p.m. for the last SEM meeting.</li> </ul> </li> </ul>	
<p><b>V. SEM Plan Metrics for Success Update</b> <b>(10 Minutes)</b> ➔ Clifton Coleman</p>	<ul style="list-style-type: none"> <li>• Clifton Coleman was not present at the meeting.             <ul style="list-style-type: none"> <li>➤ May present at next SEM meeting.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Hope Lane to confirm with Clifton Coleman attendance at next meeting to decide if SEM Plan Metrics for Success Update will be on the next agenda.</li> </ul>
<p><b>VI. Enrollment Services Media Update</b> <b>(10 Minutes)</b> ➔ Mildred Lewis</p>	<ul style="list-style-type: none"> <li>• Mildred Lewis gave a quick update on the Enrollment Services Media Marketing.             <ul style="list-style-type: none"> <li>➤ Collaborative effort with Derek Lee, Cassandra Upshaw, and student workers.                 <ul style="list-style-type: none"> <li>❖ Filmed multi-language targeted commercials.</li> <li>❖ Will air on KTSF, Univision, and prime time KTVU.</li> </ul> </li> <li>➤ Send out TikTok videos advertising for summer and fall courses.                 <ul style="list-style-type: none"> <li>❖ Targeting high school students.</li> <li>❖ Sent via email with clickable links to TikTok videos and links on how to enroll.</li> </ul> </li> <li>➤ Laney College's social media is constantly advertising about Financial Aid, Welcome Center, Enrollment, etc.</li> </ul> </li> <li>• Larena Baldazo showed the TikTok videos, which were also posted on Laney College's Instagram account.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>VII. SEM Works: Strengths &amp; Opportunities</b> <b>(20 Minutes)</b> ➔ All</p>	<ul style="list-style-type: none"> <li>• Vicki Ferguson assigned people to short breakout room activity.</li> </ul>	<ul style="list-style-type: none"> <li>• Groups to email their notes to Ms. Hope.</li> </ul>



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<b>VIII. Other</b>	<ul style="list-style-type: none"><li>• Vicki Ferguson announced the Default Management Committee has been approved.</li></ul>	<ul style="list-style-type: none"><li>• Will forward information to College, Classified Sen., and Faculty Sen. President's for appointments.</li></ul>
<b>IX. Adjournment</b>	<ul style="list-style-type: none"><li>• Derek Pinto 1<sup>st</sup>, Chris Weidenbach 2<sup>nd</sup>.</li></ul>	<ul style="list-style-type: none"><li>• Meeting adjourned at 12:01 p.m.</li></ul>

**NEXT SEM COMMITTEE MEETING – May 17, 2021 → 10:30 a.m.-12:00 p.m.**