



# STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

**COMMITTEE:** STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

**MEETING DATE:** Wednesday, Nov. 3, 2021

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

**MEMBERS:** 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 Hurom

**ABSENT:** Derek Lee, Terrance Greene, Precious Gerardo, Jasai Martinez

**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
<b>I. Review and Approve Agenda</b> <b>(5 Minutes)</b>	<ul style="list-style-type: none"> <li>• Amended/added Agenda Item IV: Clifton Coleman’s Presentation – Strategic Enrollment Management Goals Updates.</li> <li>• Suzan Tiemroth-Zavala 1<sup>st</sup>, Larena Baldazo 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passed; agenda was approved with amendment.</li> </ul>
<b>II. Review and Approve Minutes</b> <b>(5 Minutes)</b> <b>→ Oct. 21, 2021</b>	<ul style="list-style-type: none"> <li>• Bilal Hurom 1<sup>st</sup>, Atiya Rashada 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passed; minutes were approved.</li> </ul>
<b>III. Membership Update</b> <b>(10 Minutes)</b> <b>→ Ms. Hope</b>	<ul style="list-style-type: none"> <li>• Ramon Knox explained the member list and briefly spoke on the permanent positions on the committee.</li> <li>• Hope Lane showed the membership list document and briefly spoke on committee members’ terms.</li> <li>• Hope Lane mentioned Janelle Tillotson, Terrance Greene, and Suzan Tiemroth-Zavala who have been in the committee since its beginnings will have to speak to Eleni Gastis (Faculty Senate President) about reappointment or finding a new appointee for their positions.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>IV. Strategic Enrollment Management Goals Updates Presentation</b> <b>(15 Minutes)</b> <b>→ Clifton Coleman</b>	<ul style="list-style-type: none"> <li>• Clifton Coleman presented “Strategic Enrollment Management Goals Updates”.               <ul style="list-style-type: none"> <li>➢ Goals Slide                   <ul style="list-style-type: none"> <li>❖ Noted there were 10 SEM Goals but 1 was a 2-part goal (in total 9 goals listed).</li> <li>❖ Goal 1: Increase the number of successful transfers to 4-year universities by 5%.</li> <li>❖ Goal 2: Increase the number of associate degrees for transfer (ADT) granted by 5%.</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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	<ul style="list-style-type: none"><li>❖ Goal 3: Increased the number of associated degrees granted by 5%.</li><li>❖ Goal 4: Increase fall to spring persistence by 2%.</li><li>❖ Goal 5: Increase the number of credit certificates (16 units or more) granted by 5%, and the number of students who completed 9 or more CTE units by 10%.</li><li>❖ Goal 6: Increase non-credit FTES by 25%.</li><li>❖ Goal 7: Increase dual enrollment by FTES by 15%.</li><li>❖ Goal 8: Increase the number of College Promise students by 5%.</li><li>❖ Goal 9: Reduce the average number of units to a degree by 3.</li><li>➤ Presented on Goal 1: Mixed Reaction<ul style="list-style-type: none"><li>❖ Enrolled at Laney data points: showed +7% from 2017-2018 to 2018-2019.</li><li>❖ Last campus Laney data points: showed there was -3% from 2017-2018 to 2019-2020, but there was a increase during 2018-2019.</li><li>❖ Noted these are the metrics used at the state level and that the latest year 2017-2018.</li><li>❖ Noted the swirling culture in the Peralta College District likely affected the data.</li></ul></li><li>➤ Presented on Goal 2 &amp; 3: Mixed Reactions<ul style="list-style-type: none"><li>❖ Total: +4% from 2017-2018 to 2020-2021.</li><li>❖ AA/AS: -10% from 2017-2018 to 2020-2021.</li><li>❖ ADT: +69% from 2017-2018 to 2020-2021.</li><li>❖ Noted that due to the increase of ADT offerings at Laney and students may have shifted towards ADT instead of AA/AS.</li><li>❖ Chris Weidenbach added in the Zoom Chat that COVID-19 likely affected data as well.</li></ul></li><li>➤ Presented on Goal 4: Decline<ul style="list-style-type: none"><li>❖ -3% from 2017-2018 to 2019-2020.</li><li>❖ Noted the swirling culture in the Peralta College District likely affected the data.</li></ul></li><li>➤ Presented on Goal 5 (Part 1): Increase</li></ul>	
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- ❖ +33% increase from 2017-2018 to 2019-2020.
- ❖ +4% increase from 2018-2019 to 2019-2020.
- ❖ Decrease from 2019-2020 to 2020-2021 to similar numbers from 2018-2019 period.
- Presented on Goal 5 (Part 2): Decline
  - ❖ -5% from 2017-2018 to 2019-2020.
  - ❖ There was a slight increase in from 2017-2018 to 2018-2019.
  - ❖ Noted that decreased could be due to some classes not being offered.
- Presented in Goal 6: Completed/Increase
  - ❖ +49% from 2017-2018 to 2020-2021.
  - ❖ Drastic increase from 2019-2020 to 2020-2021.
- Presented on Goal 7: Completed/Increase
  - ❖ +6087% from 2017-2018 to 2020-2021.
  - ❖ Consistent increase over the years.
- Presented on Goal 8: Decline
  - ❖ -31% from 2017-2018 to 2020-2021.
  - ❖ Consistent decline over the years.
  - ❖ Joseph Koroma commented in Zoom Chat that the decline is likely connected to overall decline in student enrollment.
  - ❖ Mildred Lewis commented in Zoom chat that it is important to have all the data for the decline in CCPG.
- Presented on Goal 9 (Part 1): Decline
  - ❖ ADT, AA/AS, and All degrees showed an increase of units (averaged 6-7-units increase).
- Presented on Goal 9 (Part 2): Decline
  - ❖ Compared averages units to completers.
  - ❖ Data showed trades and CTE had a low rate of completion.
  - ❖ Janelle Tillotson commented students in CTE & trades (like Cosmetology, Culinary, HVAC, etc.) usually get or offered a job before they complete their degree/certificate.
- Sarah Backes-Diaz asked if the data accounted for COVID-19, in the calculation for data



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	<p>accumulation slide that compared averages units to completers.</p> <ul style="list-style-type: none"> <li>➤ Clifton Coleman answered that the data was calculated from 2015-2018.</li> <li>• Chris Weidenbach spoke about how the units are higher than needed for degree/certificate.             <ul style="list-style-type: none"> <li>➤ Clifton Coleman stated the ideally ADTs should be around 60 units.</li> </ul> </li> <li>• Sarah Backes-Diaz wrote in Zoom chat “Also total number of units accumulated should be going down due to AB-705, especially if the data is from 2015-2017”.</li> <li>• Clifton Coleman stated comparing 2017-2018 to 2021; Laney College’s headcount is down by 15%.             <ul style="list-style-type: none"> <li>➤ Mildred Lewis wrote in Zoom chat “National Clearing House demonstrates greater decline in enrollment than just 15%”.</li> <li>➤ Clifton Coleman said he will take a look into it, and said “Our official state numbers are 18,333 2017-18 to 15,591 2020-21”.</li> </ul> </li> <li>• Suzan Tiemroth-Zavala said from the Areas of Interest Jam focus groups and surveys, it showed that students had a lot of unnecessary units.             <ul style="list-style-type: none"> <li>❖ Added that the Area of Interests Mapping tool was created in response to help students in this situation.</li> </ul> </li> <li>• Bilal Hurom wrote in Zoom chat “Would assigned counselors as an orientation meeting requirement might divert some unit issues?”.             <ul style="list-style-type: none"> <li>➤ Chris Weidenbach liked the suggestion and mentioned it fits with a 'First Year Experience' model, and with our unofficial Counseling 'Drive' via Faculty.</li> </ul> </li> <li>• Atiya Rashada suggested having a survey or focus group to reach 100+ students who have over 100 units and get their story and experience.</li> </ul>	
<p><b>V. SEM Plan 2021-2023 Workgroup Report-Out (60 Minutes) ➔ Committee</b></p>	<ul style="list-style-type: none"> <li>• Rebecca Opsata continued the SEM Plan 2021-2023 Workgroup Report-Out from the previous meeting and displayed the Excel Sheet for it.</li> <li>• Larena Baldazo presented for the Workgroup: 3-marketing Outreach.             <ul style="list-style-type: none"> <li>➤ Read out the information inputted in the columns: Enrollment Management Strategy,</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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	<p>Description of Actions to Date, and Comments.</p> <ul style="list-style-type: none"><li>➤ Spoke on the ongoing marketing efforts and collaborations with departments and other social media platforms.</li><li>➤ Working with Nia Ford getting the word out about the Spring schedule, open enrollment dates, etc.</li><li>➤ Talked about the updates to the <a href="https://laney.edu/classes/">https://laney.edu/classes/</a> webpage with the Spring 2022 Laney class catalog.</li><li>• Bilal Hurom suggested in the Zoom chat to use UC TAG for outreach and can be an important opportunity factor to marginalized communities within our city.</li><li>• Janelle Tillotson spoke about the in-person community outreach and reaching those who need in-person assistance and who don't really use technology/internet.</li><li>• Chris Weidenbach suggested in the Zoom chat for in-person outreach to table at the Oakland Roots games for next season.</li><li>• Atiya Rashada added in the Zoom chat that on November 12 Black Laney Love and Umoja Ubaka will be at Laney football game.</li><li>• Amy Marshall spoke about the Oakland Roots in the Zoom chat, how their soccer season is over and that they will restart in August &amp; that they are happy to help with outreach at their games.</li><li>• Mildred Lewis spoke mentioned some of Enrollment Services' in-person outreach.<ul style="list-style-type: none"><li>➤ Outreach is volunteer-based; Charles Bradford of the Welcome Center is one of the main people involved.</li><li>➤ Spoke about the in-home Laney College commercials offered in multi-languages.</li><li>➤ Continuing to work on Laney enrollment campaigns.</li></ul></li></ul>	
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	<ul style="list-style-type: none"><li>• Nia Ford added in the Zoom chat that the Recruitment team just called 900 students who applied and did not enroll.</li><li>• Bilal Hurom mentioned the ALSC (student council) is developing outreach targeting high school students.</li><li>• Ramon Knox closed out this section and mentioned Workgroup 4 has not presented due to VP Pinto departure.</li></ul>	
<b>VI. Adjournment</b>	<ul style="list-style-type: none"><li>• Atiya Rashada 1<sup>st</sup>, Larena Baldazo 2<sup>nd</sup>.</li></ul>	<ul style="list-style-type: none"><li>• Meeting adjourned at 11:39 a.m.</li></ul>

## UPCOMING SEM COMMITTEE MEETING

- Nov. 17, 2021
- Dec. 1, 2021
- Dec 15, 2021