



# STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

**COMMITTEE:** STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

**MEETING DATE:** Thursday, Oct. 21, 2021 (Date change due to Prof. Day)

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

**MEMBERS:** Ramon L. Knox, Rebecca Opsata, Mildred Lewis, Atiya Rashada, Derek Pinto, Rupinder Bhatia, Larena Baldazo, Derek Lee, Clifton Coleman, Suzan Tiemroth-Zavala, Inger Stark, Janelle Tillotson, Terrance Greene, Mark Fields, Joseph Koroma, Sarah Backes-Diaz, Nia Ford, Katrina Santos, Precious Gerardo, Chris Weidenbach, Jasai Martinez, Bilal Hurom

**ABSENT:** Derek Pinto, Derek Lee, Clifton Coleman, Terrance Greene, Mark Fields, Joseph Koroma, Suzan Tiemroth-Zavala, Inger Stark, Janelle Tillotson, Precious Gerardo, Bilal Homran

**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>• Amended/added Agenda Item II: Introductions VPSS Ramon L. Knox.</li> <li>• Sarah Backes-Diaz 1<sup>st</sup>, Nia Ford 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passed; agenda was approved with amendment.</li> </ul>
<b>II. Introductions: VPSS Ramon L. Knox</b> <b>(10 Minutes)</b>	<ul style="list-style-type: none"> <li>• Committee members and guest attendees introduced themselves.</li> <li>• VPSS Ramon Knox introduced himself to the committee.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>III. Review and Approve Minutes</b> <b>(5 Minutes)</b> → Oct. 21, 2021	<ul style="list-style-type: none"> <li>• Katrina Santos 1<sup>st</sup>, Nia Ford 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passed; minutes were approved.</li> </ul>
<b>IV. One-Stop Fall Fest Report-Out</b> <b>(10 Minutes)</b> → Co- Chair	<ul style="list-style-type: none"> <li>• VPI Rebecca Opsata reported on the October 12 &amp; 13 Fall Fest One-Stop events.               <ul style="list-style-type: none"> <li>➢ Noted there wasn't a accurate report on the number of students who attended the event.</li> <li>➢ Estimated ~80 to 100 students came to the 2-day event.</li> <li>➢ Financial Aid and Counseling noted they had 8-10 students at their tables per day and they counted ~40 students in total for the 2 days.</li> </ul> </li> <li>• Rebecca Opsata asked the committee if they want to do this event again.               <ul style="list-style-type: none"> <li>➢ Katrina Santos said yes and they should continue to hold event even if there is a small turnout.</li> <li>➢ Many on the committee voiced there are onboard for another event.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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- Mildred Lewis spoke on her experience at the event.
  - Was at both days of the event.
  - Said it was good to be on campus and having the event.
  - Suggested for future event to be more intentional with marketing and services at the event.
    - ❖ Have events focused on enrollments for the 17.5 weeks class sessions or the 8 weeks class session (such as late start).
- Nia Ford spoke of her experience of the event.
  - Was at the virtual component of the event.
  - Mentioned there was little traffic.
  - Asked if the flyer for the event advertised the late start classes enrollment.
  - Heard from the President's Report that 50 people came to the event and 2 enrolled in swimming class as a result of the tabling at the event.
- Sarah Backes-Diaz added that 2 students who meet with Katrina and Helen at the event will be meeting with her to discuss interest and applying for the SOAR program.
- Rebecca Opsata mentioned the Welcome week that was held in the past.
  - Tabling and outreach for clubs and services in the 1 week of classes.
  - Asked if people are interested in restarting it for the upcoming Spring semester.
- Ramon Knox added that they would need to gauge interest and plan for the logistics of the event.
  - Noted that people have different comfort levels regarding in-person events.
  - Some may not want to attend in-person rather virtually, some may need more spacing.
  - Said to plan for spreading out tables.
- Chris Weidenbach spoke the need to grow the understanding among faculty that students need a lot of support services.



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	<ul style="list-style-type: none"> <li>➤ Students are often unaware services are available to them or they could be self-conscious about applying for them,</li> <li>➤ Mentioned the importance of student education planning.             <ul style="list-style-type: none"> <li>❖ Suggests emailing students, posting on the Canvas page, etc.</li> </ul> </li> <li>• Chris Weidenbach spoke of a past Enrollment Fair where faculty would talk about classes, student services, clubs, ASLC.             <ul style="list-style-type: none"> <li>➤ Where faculty that had classes that struggled with low enrollment would come and advertise.</li> <li>➤ Recalled after presenting at event more students enrolled in his creative writing class.</li> <li>➤ Important to plan for timing of this type of event (enrollment fairs &amp; One-Stops) and get more faculty involved.                 <ul style="list-style-type: none"> <li>❖ Recommended to send out a reminder 1 week beforehand.</li> </ul> </li> </ul> </li> <li>• Rebecca Opsata mentioned Chris Weidenbach helped draft out a memo to faculty about advertising the SEP (Student Education Plan), which she sent out.</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 reviewed the expiring SEM goals with the subgroups and to determine which goals are ongoing and/or completed.             <ul style="list-style-type: none"> <li>➤ Need to determine what goals does the committee want to continue into the new term.</li> </ul> </li> <li>• Rupinder Bhatia reported back for the Student Support subgroup.             <ul style="list-style-type: none"> <li>➤ Members: Rupinder Bhatia, Janelle Tillotson, Larena Baldazo, Sarah Backes-Diaz, Bilal Homran.</li> <li>➤ Spoke on how group met on Zoom and utilized breakout rooms and divided the duties for the excel sheet.</li> </ul> </li> <li>• Sarah Backes-Diaz noted that many of the goals for this section was developed pre-COVID and as a result things have switched due to circumstances.             <ul style="list-style-type: none"> <li>➤ Added a lot of things are done.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• To continue and add onto next meeting's agenda.</li> </ul>



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- Rupinder Bhatia elaborated that theoretically the plans/goals in this section are checked out/done but the activity still needs to continue and improve.
- Rebecca Opsata asked about the “Support, expand and establish learning communities and cohorts such as the First Year Experience, Umoja/UBAKA, Puente, APASS, and Gateway to College”.
  - Noted the strategy was halted in 2018, asked if it was a funding issue.
- Nia Ford commented that her sector was beyond student services.
  - Spoke about the increase of digital services, which corresponds with strategy “Increase awareness of all support services through a support services orientation”.
  - Asked if the strategy “Expand hours and availability of student services such as counseling, financial aid and health services for our late afternoon/evening “hub”” was offered.
- Sarah Backes-Diaz and Mildred Lewis answered that late afternoon/evening services were offered at one point but may not have been best strategy.
  - Mildred Lewis provided context: Was based on a past survey from 243 students.
    - ❖ Students wanted 8AM-8PM services.
    - ❖ However, issue was not enough staffing.
    - ❖ Added the peak services was at 12PM-2PM.
    - ❖ The services students requested the most were counseling, financial aid, etc.
  - Need to look at the demand and scheduling for evening classes and see if evening services hours are needed/wanted.
    - ❖ Request for data.
  - Now with the introduction of remote/virtual services and the online appointment system there may not be as high of a demand for evening hours.
- Sarah Backes-Diaz added that with the previous system there were no-shows for Counseling appointments.



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- Going forward some student may not want in-person appointments and about keeping online services in the future.
- Mildred Lewis spoke about EOPS counselors and their students are the ones who need the most in-person support.
  - Most are ESOL, older, and not as tech savvy.
- Ramon Knox asked if there are student run tech support services at Laney College.
  - Rupinder Bhatia answered that tech support is offered at the district level through the Peralta Helpdesk and student would email them and get a support ticket.
  - Nia Ford added the Welcome Center offers basic support services via appointment or their weekly open Zoom sessions for assistance with student ID, enrolling in classes, FAFSA application, etc.
- Hope Lane asked if these strategies will work and apply due to the changes with COVID.
  - Rebecca Opsata said hopefully it is captured in the actions to date & comments.
- Mildred Lewis said we should acknowledge that the post-COVID enrollment services could continue and the need to provide these DE (Distance Ed) services.
- Ramon Knox suggested having 1-2 paragraphs disclaimer of how COVID affected services and SEM strategies instead of having to reiterate it for each section of the report back.
- Mildred Lewis spoke of the development of the Zoom centric remote services.
- Sarah Backes-Diaz said we need to continue working and adapting to the COVID changes and keep these services for the future.
- Ramon Knox suggested for the strategy “Support, expand and establish learning communities and cohorts such as the First Year Experience, Umoja/UBAKA, Puente, APASS, and Gateway to College” to consider and develop the 2- and 3-year experience.
- Sarah Backes-Diaz added the SOAR program will be pillar to the 1-year experience and it will expand.



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- Rebecca Opsata asked for the clarification on the “Super Strong Skills” in the strategy: “Provide program maps, career exploration and assessment services such as Super Strong Skills to help students who are undecided/undeclared”.
  - Mildred Lewis explained it was a counseling-based concept.
    - ❖ Was a short 5-minute survey activity to gauge students’ interests.
    - ❖ Is part of the enrollment/orientation process.
  - Sarah Backes-Diaz added that it is scaled down from the Strong Interests Inventory.
    - ❖ Used to find out student’s career path based on their direction/interests.
    - ❖ Counselors will refer and advise based on it.
- Mildred Lewis suggested for strategy “Increase awareness of all support services through a support services orientation” to input this info into a portal like CANVAS and direct students to it versus having to always having to tell and repeat to students,
- Ramon Knox suggesting packaging summer bridge programs to focus on experiences such as preparing for the 1year experience (Referring to strategy: “Create a summer bridge program that is coordinated with support services to enhance college readiness”).
  - Added it will require more discussions.
- Sarah Backes-Diaz spoke on the next strategy: “Establish a one-stop support center with DE support, on-the-spot counseling, tutoring, orientations”.
  - Added that with how the certain services are located such as counseling, it wasn’t plausible to have a one-stop-shop location for all student support services.
- Sarah Backes-Diaz spoke on the next strategy: “Implement targeted interventions for student support such as Starfish, text reminders for updating Education Plans, counseling contact and reminders to file for graduation or certificates”.
  - Starfish contract terminated by PCCD.



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	<ul style="list-style-type: none"> <li>➤ Current plan is having a retention specialist who will call students with other high-touch approaches.</li> <li>➤ Liliana Moncada is the designated early alert counselor and she is working with Janelle Tillotson.</li> <li>• Sarah Backes-Diaz spoke on the next strategy: “Institutionalize tutoring and expand availability”.             <ul style="list-style-type: none"> <li>➤ Would like data of how many students are accessing the online tutoring.</li> </ul> </li> <li>• Rebecca Opsata moved to the next section: Marketing Outreach.</li> <li>• Larena Baldazo reported she is working with Clifton Coleman to pull data to develop strategies and to streamline marketing approach.</li> <li>• Atiya Rashada said the work group (Productivity) still need to connect.</li> <li>• Rebecca Opsata briefly went over section/group “Scheduling and pathways” due to time.</li> <li>• Atiya Rashada spoke on the strategy: “Create end-of-semester student survey module on Canvas”.             <ul style="list-style-type: none"> <li>➤ Suggested creating a CANVAS shell for student services that is owned and updated by student services, rather than be reliant on instructors to list support services on their class pages.</li> </ul> </li> <li>• Atiya Rashada provided context to strategy: “Develop articulation agreements with Adult Education Centers to support noncredit college readiness courses” as she was the previous Adult Education Liaison.             <ul style="list-style-type: none"> <li>➤ Concurrent enrollment to align with 1<sup>st</sup> level ESOL classes (Easy transition and pipeline from adult school to community college courses).</li> </ul> </li> <li>• Rebecca Opsata and Ramon Knox suggested tabling continued discussion for next meeting.</li> </ul>	
<p><b>VI. Future SEM Plan Discussion</b>  <b>(10 Minutes)</b>  <b>→ Committee</b></p>	<ul style="list-style-type: none"> <li>• Rebecca Opsata opened the floor for discussion and noted there wasn’t much time left in the meeting.</li> <li>• Ramon Knox said they need to document and articulate on the targeted efforts Laney College has done towards the BIPOC student population.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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	<ul style="list-style-type: none"><li>➤ Important for BIPOC students to see and hear themselves in the SEM goals.</li><li>➤ Engaging in transformative conversations.</li><li>• Atiya Rashada added “Having an equity lens to our work”.</li><li>➤ Mentioned that students’ voices is not always heard in these process, rather it is SLOs and numbers focused.</li><li>➤ Would love to have students voice their school experience this year.</li><li>• Ramon Knox asked the committee to share with the group any material that people may be interested in.</li></ul>	
<b>VII. Adjournment</b>	<ul style="list-style-type: none"><li>• Mildred Lewis 1<sup>st</sup>, Sarah Backes-Diaz 2<sup>nd</sup>.</li></ul>	<ul style="list-style-type: none"><li>• Meeting adjourned at 12:03 p.m.</li></ul>

**NEXT SEM COMMITTEE MEETING – Nov. 3, 2021 → 10:30 a.m.-12:00 p.m.**