



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

COMMITTEE: STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

MEETING DATE: Wednesday, Oct. 6, 2021

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

MEMBERS: Ramon 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: Ramon Knox, Derek Lee, Clifton Coleman, Inger Stark, Mark Fields, Jasai Martinez, Bilal Hurom

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)	<ul style="list-style-type: none"> • Mildred Lewis 1st, Atiya Rashada 2nd. 	<ul style="list-style-type: none"> • Majority passed; agenda was approved.
II. Review and Approve Minutes (5 Minutes) →Sept. 15, 2021	<ul style="list-style-type: none"> • Correction to “Terrance Green” to “Terrance Greene” on page 2 of Sept. 15, 2021. • Janelle Tillotson 1st, Chris Weidenbach 2nd. 	<ul style="list-style-type: none"> • Majority passed; minutes were approved with correction.
III. Membership Review (2 Minutes) → Ms. Hope	<ul style="list-style-type: none"> • Hope Lane was not present at meeting, Rebecca Opsata led this agenda item. • Rebecca Opsata asked committee members to report the term of their appointment. <ul style="list-style-type: none"> ➢ From everyone’s recollection: <ul style="list-style-type: none"> ❖ Year 1: Nia Ford, Sarah Backes-Diaz ❖ Year 2: Larena Baldazo, Katrina Santos, Precious Gerardo, Derek Pinto, Suzan Tiemroth-Zavala, Janelle Tillotson, Terrance Greene, Chris Weidenbach, Atiya Rashada, Rupinder Bhatia ❖ Not sure/continuous: Mildred Lewis, Suzan Tiemroth-Zavala 	<ul style="list-style-type: none"> •
IV. Student Loan Default Prevention Report-Out (5 Minutes) Mildred Lewis	<ul style="list-style-type: none"> • Mildred Lewis gave a brief update. <ul style="list-style-type: none"> ➢ The first meeting focused on introducing members and providing a overview of the committee. ➢ Currently planning and scheduling future meetings. • Rebecca Opsata noted to have the “Student Loan Default Prevention Report-Out” as a 	<ul style="list-style-type: none"> •



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	<p>standing agenda item for SEM committee meetings.</p>	
<p>V. One-Stop Fall Fest Planning & College Council Presentation Review (10 Minutes) → Co- Chair</p>	<ul style="list-style-type: none"> • Rebecca Opsata said from the One-Stop event in August 2021 there was ~400 students that came to the in-person event. <ul style="list-style-type: none"> ➤ Counting based on in-person records and the virtual log-in numbers. • Rebecca Opsata added there is an upcoming One-Stop event on October 12 & 13. <ul style="list-style-type: none"> ➤ October 12: 10:00AM to 3:00 PM ➤ October 13: 3:00 PM to 6:00 PM ➤ Advertising and assisting with enrollment of the 80 Late-Start classes. ➤ Mentioned the Volunteer sign-up list and for people to sign-up if they want a table at the event. ➤ Currently there are 17 tables requested. ➤ Added there will be food/light refreshments at the event. • Larena Baldazo spoke on the promotion for the One-Stop event. <ul style="list-style-type: none"> ➤ Event is on the Main Laney.edu webpage. ➤ There is a RVSP on the Laney College Facebook event page. ➤ RSVP is not required rather it is used to gauge and track interest. ➤ Text reminder about the event will be send out later today. ➤ Email blast about the event was sent out last week. ➤ Tweeted and pinned on Laney College's twitter page. • Derek Pinto mentioned concerns with not having enough staffing for event. <ul style="list-style-type: none"> ➤ Many students have trouble and need assistance with enrolling for classes. ➤ Working with Mildred Lewis to get some student workers to help at event. • Derek Pinto from they data that has been collected, the areas where students request 	<ul style="list-style-type: none"> •



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	<p>for help the most is Counseling, Financial Aid, Enrollment.</p> <ul style="list-style-type: none"> ➤ Noted that the last One-Stop event was mostly administrators and classified staff. ➤ Asked for more assistance from the faculty. • Suzan Tiemroth-Zavala added she has sent out an invite to the One-Stop event to ESOL faculty. • Rebecca Opsata said she will send out an email to the department chairs later today. • Rupinder Bhatia said the IT department will be providing the speaker and 10 Chromebooks for the event. • Chris Weidenbach asked if there will be pumpkins at the event. <ul style="list-style-type: none"> ➤ Rebecca Opsata responded no pumpkins, but people are welcome to decorate their tables as they like. 	
<p>VI. Research Planning (20 Minutes) ➔ Helen Ku & F. Herrera</p>	<ul style="list-style-type: none"> • Helen Ku & Francisco Herrera data researchers from the Peralta District presented ideas of the student survey that is going out from the District. <ul style="list-style-type: none"> ➤ Vice Chancellor Siri Brown approved the survey. ➤ To collect data from all 4 college. ➤ Survey to release in Spring 2021/early February. ➤ Will be hiring student researchers to assist with project. • Helen Ku spoke of the purpose of the survey, <ul style="list-style-type: none"> ➤ Chancellor's office said online course demand has increase. ➤ Wants to get data and see what students are interested in, online, hybrid, or in-person courses for the future semester. <ul style="list-style-type: none"> ❖ Example: do students prefer asynchronous or synchronous format for online classes. 	<ul style="list-style-type: none"> •



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	<ul style="list-style-type: none">➤ Francisco Herrera added the survey is to help provide data for the planning of the Fall 2022 semester.• Helen Ku explained they plan to get the faculty help with administering the survey for in-person classes.<ul style="list-style-type: none">➤ Plans for the survey to be online/accessible on device and have paper copies for those with disabilities or tech limitations.➤ Will have 2 to 4 research assistants at each college to help with data collection, go to the classrooms, and reach out to the classes.• Helen Ku briefly spoke of the draft for the survey and asked for suggestions.<ul style="list-style-type: none">➤ There will be about 30 items on the survey.➤ Needs to include feedback about each course.➤ Some draft questions:<ul style="list-style-type: none">❖ What colleges you plan to attend next semester?❖ Plans to have questions asking what classes will you be planning to take at each college.• Helen Ku asked about class schedules, how are they determined and when are they available.• Janelle Tillotson asked about the question about educational goal (AA, Certificate, etc.) and how specific will it be, example AA in History, Certificate of Completion in Welding, etc.<ul style="list-style-type: none">➤ Helen Ku said the options for this question will mirror that of a similar question in CCCApply.➤ Janelle Tillotson asked if multiple options can be chosen, Hellen responded yes.• Helen Ku spoke on the options for gender.<ul style="list-style-type: none">➤ Refers to what students most identify with, will include non-binary (replaces/acts as unknown option),	
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	<p>and will have a “Do Not Disclose” option.</p> <ul style="list-style-type: none">• Janelle Tillotson asked about the disability question and how is disability defined.<ul style="list-style-type: none">➢ Helen Ku said it is defined by DSPS eligibility, but understands not every student applies for DSPS or are unaware that the college has this program.• Janelle Tillotson asked how will race/ethnicity be defined in the survey.<ul style="list-style-type: none">➢ Helen Ku said the survey will have a list with options such as Latinx, more than 1 race, etc.• Terrance Greene brought up a point that many students don’t know what Peralta college/campus they will be attending as they will go where the class is available.<ul style="list-style-type: none">➢ Also, that some students take classes at other campuses at the same time.➢ Suggests using home campus or where they receive their financial aid for the question of “what college you will be attending next semester?”.• Helen Ku responded that she didn’t realize and will take into consideration of how to best word the question.<ul style="list-style-type: none">➢ Doesn’t want to exclude the response and data of students by limiting it to 1 college.➢ Purpose of this question is to gauge the interest and demand of classes at a particular campus.• Sarah Backes-Diaz added that students tend to apply for classes late and doesn’t know if the timing of when the survey is distributed will get the best response rate.<ul style="list-style-type: none">➢ Helen Ku responded that Vice Chancellor Brown recommended this survey timeline.<ul style="list-style-type: none">❖ Plans for a early February launch and to collect responses for 1 week.	
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- Rebecca Opsata added that students may not know if they are interested or available to take classes in the Fall 2022 semester,
 - Could be conflicts with childcare, their job, etc. that could make them express hesitance at continuing schooling.
- Helen Ku said she will communicate with Vice Chancellor Brown of the limitations with the survey.
- Rupinder Bhatia asked about capturing data of prospective students.
 - Reaching out to those who had completed an application but didn't enroll in classes.
 - Wondered how to get their data and send out survey to them.
 - Added that CCCApply has an automatic messaging option that can be used to get the survey out.
- Rebecca Opsata suggested having a question about SEPs and a pop-up that appears when students select/submit no.
 - Pop-up to Counseling website to make an appointment or link to the SEP process.
- Helen Ku suggested having a similar option to DSPS and Financial Aid.
- Chris Weidenbach suggested reaching to students who dropped out or didn't return during this time.
 - What caused them to leave the college and what can interest them to return would be very valuable to school planning.
- Helen Ku mentioned the last District survey was sent out during the summer.
 - Noted there was low engagement and response from students.
 - Added it was sent out to students who were enrolled the last academic year.
 - Suggested launching surveys more regularly.



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**VII. SEM Plan Approve Goals
& Master Calendar
2021/2022
(30 Minutes)
→ Committee**

- Rebecca Opsata spoke to the committee of finalizing the goals for this year.
- Chris Weidenbach spoke about Student Education Plans and how they need to be promoted more to current and new students.
 - Suggested adding having 100% of students with SEP to Goal 3.
 - Rebecca Opsata suggested having it as a separate goal instead.
 - Terrance Greene added that 100% is difficult to quantify and achieve.
 - Mildred Lewis added circumstances such as homeless, dropping out, etc. contribute to not having comprehensive SEP.
- Chris Weidenbach suggested more SEP integration with faculty.
 - Incorporate SEP into their Canvas shells.
 - Precious Gerardo added that Athletics requires all students to have an SEP to participate on the teams.
 - Suzan Tiemroth-Zavala suggested creating language for faculty to put into their syllabi for SEP's
- Atiya Rashada suggested making a set module shell in Canvas that contains the SEP information.
- Rupinder Bhatia mentioned the Distance Ed committee distributed a survey fro Spring 2020.
 - Link to survey:
<https://tinyurl.com/DEFA20SS>
 - Does the committee want to do a similar survey this year? (Falls under Goal 3 &4).
- Janelle Tillotson said to include inclusive language to Goal 3, such as DREAM Act.
- Finalized Goals:
 - Goal 1: Review and update the Strategic Enrollment Management Plan 2019-2021.

- Motion to finalized goals passed, SEM 2021/2022 Goals approved.



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	<ul style="list-style-type: none"> ➤ Goal 2: Identify, develop, and implement two (2) Enrollment Management strategies from the Implementation Matrix from the SEM Plan (Appendix III). ➤ Goal 3: Identify and promote intersectionality between Student Services and Instruction. ➤ Goal 4: Analyze enrollment data for 20-21 academic year, including Student Support Services and Instruction, to prepare for the future. • Katrina Santos 1st, Sarah Backes-Diaz 2nd. • Rebecca Opsata asked committee members to look over the Excel Sheet and to update and put info. • Rebecca Opsata asked committee members to review finalized goals and sign-up for work groups. <ul style="list-style-type: none"> ➤ Sign-up for work groups based on which goal they want to work on. ➤ Sign-up on Excel sheet. • 	
VIII. Updates	•	•
IX. Adjournment	• Rupinder Bhatia 1 st , Mildred Lewis 2 nd .	• Meeting adjourned at 11:59 a.m.

NEXT SEM COMMITTEE MEETING – Oct. 21, 2021 → 10:30 a.m.-12:00 p.m.