



# STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

**COMMITTEE:** STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

**MEETING DATE:** Wednesday, Sept. 15, 2021

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

**MEMBERS:** 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, Laura Bollentino, Joseph Koroma, Iolani Sodhy-Gereben, Katrina Santos, Elizabeth Maher, Precious Gerardo, Chris Weidenbach,

**ABSENT:**

**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>• Amend agenda to include review and approval of May 5, 2021 SEM minutes.</li> <li>• Precious Gerardo 1<sup>st</sup>, Larena Baldazo 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passes, agenda with amendment was approved.</li> </ul>
<b>II. Review and Approve Minutes</b> <b>(5 Minutes)</b> → May 5, 2021 → May 17, 2021	<ul style="list-style-type: none"> <li>• Rupinder Bhatia stated amendment to May 5<sup>th</sup> minutes.               <ul style="list-style-type: none"> <li>➢ Agenda Item V: Change “Had to email CCCApply ...” to “Had to email District ...”</li> </ul> </li> <li>• May 5<sup>th</sup> minutes: Janelle Tillotson 1<sup>st</sup>, Derek Pinto 2<sup>nd</sup>.</li> <li>• May 17<sup>th</sup> minutes: Derek Pinto 1<sup>st</sup>, Atiya Rashada 2<sup>nd</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• Majority passes, May 5<sup>th</sup> minutes with amendment was approved.               <ul style="list-style-type: none"> <li>➢ 2 Abstentions</li> </ul> </li> <li>• Majority passes, May 17<sup>th</sup> minutes with amendment was approved.               <ul style="list-style-type: none"> <li>➢ 2 Abstentions</li> </ul> </li> </ul>
<b>III. Enrollment Update</b> <b>(10 Minutes)</b> → Rebecca Opsata	<ul style="list-style-type: none"> <li>• Rebecca Opsata stated every Monday she sends out an enrollment update report, and she will include the SEM committee in the mailing,</li> <li>• Rebecca Opsata presented the September 13, 2021 report.               <ul style="list-style-type: none"> <li>➢ Sections: 714-Fall 2020, 712-Fall 2021</li> <li>➢ Student Headcount: 9727-Fall 2020, 8620-Fall 2021</li> <li>➢ Student Seat Count (Enrollment): 18,162-Fall 2020, 16,245-Fall 2021</li> <li>➢ Resident Target Goal: 2640.17-Fall 2021</li> <li>➢ Resident FTES: 2074.8-Fall 2020, 1884.6-Fall 2021</li> <li>➢ Total FTES: 2266.3-Fall 2020, 2040.0-Fall 2021</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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- Derek Pinto asked if there was data on the sections that can show where enrollment is trending upwards or declining.
  - Rebecca Opsata said she doesn't have that data on hand for this meeting but that data is available.
    - ❖ Will make note of it and run a report for the group.
- Rudy Besikof added that the caps on Laney's online courses are lower compared to a year ago.
  - Spring 2020 had 3-4 sections that were kept under 20, Spring 2021 there were 40 sections that were kept under 20.
- Rudy Besikof mentioned that Laney's lower enrollment numbers are consistent with a lot of the California Colleges.
- Rebecca Opsata presented the slide on Late Start Fall 2021 Sections.
  - Noted on October 18, 2021 there are 80 sections.
    - ❖ Canceled regular start classes that had low enrollment to be Week 8 late start classes.
    - ❖ Currently 30 of those sections are completely full.
- Mildred Lewis brought up an issue that Admission and Records noticed last Fall semester.
  - Students who were originally enrolled in a regular start class that was later canceled and rescheduled as a late start class couldn't re-enroll for the late start as it would interrupt their schedule & academic plan.
- Mildred Lewis asked what enrollment strategies should be developed for these trends in the Spring and future semesters.
  - Mentioned of the trend where more students are enrolling late.
  - Spoke of developing a plan with counseling as they are aware and see what students need the most.



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	<ul style="list-style-type: none"><li>➤ Spoke of identifying the types of courses that should be offered as late starts (classes that will see an increase)</li><li>• Rebecca Opsata stated that the regular start classes that were rescheduled as late start didn't have not much intentionality, rather those classes were slated to be canceled otherwise.</li><li>• Terrance Green asked how were and if counselors and students notified that class were rescheduled as late start classes.<ul style="list-style-type: none"><li>➤ Added that in the past when classes were cancelled or changed students were not always notified in an appropriate time or manner.</li><li>➤ Asked what impacts did these changes have on constitutes, like counselors and students.</li></ul></li><li>• Rebecca Opsata responded they developed and followed a step-by-step class cancelation protocol.<ul style="list-style-type: none"><li>➤ Every time a class is canceled we pull the list of enrolled students and the staff assistants who work for the deans will contact those students, usually via telephone.</li><li>➤ The staff assistants will consult and provide the student with information of other class options.</li><li>➤ In terms of the Counseling Department, the dean of counseling gets an updated spreadsheet of the current classes twice a week.</li></ul></li><li>• Precious Gerardo spoke of her experience as an instructor that had a sudden start date change.<ul style="list-style-type: none"><li>➤ Class suddenly changed without warning before the semester started.</li><li>➤ Took a week to get back into the class login/account.</li><li>➤ Couldn't pull the contact list of students who originally enrolled in the course and warn them of the change quickly</li></ul></li></ul>	
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- Rebecca Opsata said she would add suggestion for instructors to be able to pull their class roster.
  - Added that when the instructor has their Canvas shell open they may be able to email their enrolled students.
- Larena Baldazo presented on the outreach efforts on social media (Facebook, Instagram, Twitter about late start classes and other marketing efforts).
  - Course list is updated weekly and will new social media posts will reflect it.
  - Also updating the Laney.edu website.
  - Launching an ad on Friday with Pioneer Digital Ad.
  - Solidified Laney's Yelp account (new account) to solidify branding and visibility.
  - Early stages with the Welcome Center and possible high school outreach.
    - ❖ Want to partner with a viral social media account called "Hyphy Culture" and do a dance challenge with them.
- Derek Pinto asked about the possibility to have a personalized ad that follows and pops up when they search Laney College.
  - Larena Baldazo responded that it is feasible and that last year it was done with the District with Google Ads.
    - ❖ Added that there wasn't as much traction as they hoped.
    - ❖ Will look into it and said Mark Johnson at the Peralta District can help support this effort.
- Derek Pinto asked how could it work if people visit the Laney College Instagram page.
  - Larena Baldazo clarified that it isn't possible through Instagram but it is possible through Google.
- Derek Pinto asked how could we get Laney College to appear on the top of searches when searching with terms "community colleges near me" if there are located in the Bay Area.



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	<ul style="list-style-type: none"> <li>➤ Larena Baldazo said there are 2 ways to do it, paying to promote and ensuring that the Laney Webpage is optimized with SEO.             <ul style="list-style-type: none"> <li>❖ Explained that Google prioritizes/favors those who pay for ads and that you pay per click and certain words are more expensive.</li> </ul> </li> <li>• Rebecca Opsata addressed Terrance Greene’s question in the Zoom Chat about class schedule and cancelations.             <ul style="list-style-type: none"> <li>➤ Answered they follow the contract. The contract sets out number of days before the start of the term and their minimums. There’s a date for three weeks out, two weeks out, one week out.</li> </ul> </li> </ul>	
<p><b>IV. 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.</li> <li>• Hope Lane said Clifton replied that he didn’t need to report out at these meetings anymore, as the metrics was something for last year.             <ul style="list-style-type: none"> <li>➤ Added that she reached out to him and they will ask him if he has any data to report back periodically.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>V. Membership Review</b> <b>(10 Minutes)</b> ➔ Ms. Hope</p>	<ul style="list-style-type: none"> <li>• Hope Lane presented the current SEM membership.             <ul style="list-style-type: none"> <li>➤ Vice President of Student Service: Vacant</li> <li>➤ Vice President of Instruction: Rebecca Opsata</li> <li>➤ Instructional Dean: Vacant</li> <li>➤ Enrollment Services Dean: Mildred Lewis</li> <li>➤ Acting, Director, Student Life: Atiya Rashada</li> <li>➤ Vice President, Administrative Services: Derek Pinto</li> <li>➤ Director, Information Technology: Rupinder Bhatia</li> <li>➤ Public Information Officer: Larena Baldazo</li> <li>➤ Academic Support Specialist: Derek Lee</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Hope Lane to follow-up with Inger Stark about Faculty-at-Large.</li> <li>• Janelle Tillotson to follow-up with Counseling Dean about Counselor position.</li> </ul>



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	<ul style="list-style-type: none"> <li>➤ Research &amp; Technology Systems Analyst: Clifton Coleman</li> <li>➤ Faculty At-Large/Guided Pathways: Suzan Tiemroth-Zavala</li> <li>➤ Faculty At-Large (1): Inger Stark (Follow-up)</li> <li>➤ Faculty At-Large (2): Chris Weidenbach</li> <li>➤ Faculty At-Large (3): Precious Gerardo</li> <li>➤ Counselor (1): Janelle Tillotson</li> <li>➤ Counselor (2): Terrance Greene</li> <li>➤ Counselor (3): Vacant</li> <li>➤ Classified At-Large (1): Joseph Koroma</li> <li>➤ Classified At-Large (2): Katrina Santos</li> <li>➤ Classified At-Large (3): Nia Ford</li> <li>➤ Student At-Large (1): Jasai Martinez/Bilal*</li> <li>➤ Student At-Large (2): Vacant</li> <li>➤ Student At-Large (3): Vacant</li> </ul>	
<p><b>VI. Student Loan Default Prevention (membership) Discussion</b> <b>(5 Minutes)</b> <b>Mildred Lewis</b></p>	<ul style="list-style-type: none"> <li>• Mildred Lewis provided an overview of the Student Loan Default Prevention Committee.             <ul style="list-style-type: none"> <li>➤ Was a recommendation from the Department of Education.</li> <li>➤ Integrate both the instructional side and enrollment services (combination of faculty, instructional deans, enrollment services, and students) to look at top 3 academic programs that might be affecting student loan default.</li> <li>➤ Is one of 2 community college districts invited to participate in the minority serving under-resourced schools division, which is a part of the Department of ED.</li> <li>➤ Data shows compared to 4 years it had lowered and Laney's default rate is not that high.                 <ul style="list-style-type: none"> <li>❖ Caution: Loan payments have been frozen nationwide at all levels, and the Department of Education has noted that when students start repaying loans this can come up as an issue.</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>❖ Also advised to think of a marketing campaign to remind students about loans.</li> <li>• Rebecca Opsata stated she is working with Mildred Lewis to fill out membership and developing the agenda for the 1<sup>st</sup> scheduled meeting.             <ul style="list-style-type: none"> <li>➢ Added she is not on the subcommittee and after the first meeting will attend if she has free time.</li> <li>➢ The subcommittee (Student Loan Default Prevention) will be reporting to the SEM committee.</li> </ul> </li> </ul>	
<p><b>VII. SEM Plan Structure/Goals &amp; Master Calendar 2021/2022</b>  <b>(30 Minutes)</b>  <b>➔ Committee</b></p>	<ul style="list-style-type: none"> <li>• Hope Lane spoke about the SEM Plan Structure/Goals &amp; Master Calendar 2021/2022.             <ul style="list-style-type: none"> <li>➢ Mirrors off last years.</li> <li>➢ Need to identify goals and objectives.</li> <li>➢ Waiting until committee discussion before putting anything for Community Evaluation.</li> <li>➢ Will solidify dates and send out with agenda after discussion of approach and when it goes to College Council.</li> </ul> </li> <li>• Rebecca Opsata showed the 5 SEM committee Goals from last year (2020-2021).             <ul style="list-style-type: none"> <li>➢ Either keep, change, or add to those goals for this year.</li> <li>➢ Noted that this doesn't seem to be a finalized copy of the goals.                 <ul style="list-style-type: none"> <li>❖ Derek Pinto stated the goals were in progress.</li> </ul> </li> </ul> </li> <li>• Derek Pinto explained there were subcommittees with specific tasks.             <ul style="list-style-type: none"> <li>➢ Some were a rather large task so they are still in progress.</li> <li>➢ Mark Fields said there is a more finalized copy and he will look for it and echo that the goals were in progress.</li> </ul> </li> <li>• Rebecca Opsata said the first goal proposal is to update and finalize SEM Goals 2020-2021 and through governance.             <ul style="list-style-type: none"> <li>➢ By the end of the year, if not earlier.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• SEM Master Calendar 2021/2022 Agenda Item 3: "Review of results from spring Enrollment Management Evaluation Survey &amp; discussion of implementation of changes for institutional effectiveness à Identify Council Goals &amp; Objectives for 2021-22" to be included in the next meeting.</li> </ul>



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	<ul style="list-style-type: none"><li>• Rupinder Bhatia reported Goal 4 (Train committee members to improve competency on use of data tools and analysis) was accomplished.<ul style="list-style-type: none"><li>➤ Subcommittee held a presentation of the different data tools and dashboards to the SEM Committee.</li><li>➤ Can continue to provide training if needed.</li><li>➤ Rebecca Opsata noted this might not be a goal needed for this year.</li></ul></li><li>• Rebecca Opsata and committee review the other goals.<ul style="list-style-type: none"><li>➤ Goal 2: Identify, develop, and implement two (2) Enrollment Management strategies from the Implementation Matrix from the SEM Plan (Appendix III).</li><li>➤ Mildred Lewis said these particular pieces should be revisited as a team.<ul style="list-style-type: none"><li>❖ Added now they have Jim Black's feedback (district wide), includes strengths and some challenges.</li><li>❖ Other factors to consider such as data on pre and during pandemic, hybrid classes, Cranium Cafe, etc.</li></ul></li><li>➤ Chris Weidenbach added for Goal 2 that data was mainly from surveys of students who were enrolled in online courses over the last year/ year and a half.<ul style="list-style-type: none"><li>❖ Missed a lot of students were not online, scheduling conflicts, preferences not considered, or other factors.</li></ul></li></ul></li><li>• Rebecca Opsata recommended a new goal of conducting a better survey.<ul style="list-style-type: none"><li>➤ Chris Weidenbach spoke about reaching to student population that haven't been enrolling in online class, but are interested in coming back to school.</li><li>➤ Derek Pinto spoke about a quantitative collection piece and is interested in seeing the trends in enrollment, where students are going (college, careers, etc.)</li></ul></li></ul>	
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- Rebecca Opsata asked the committee if they want to continue Goal 3: Identify and promote intersectionality between Student Services and Instruction.
  - Mildred Lewis and Janelle Tillotson recommends to keep goal.
  - Chris Weidenbach mentioned it gets right into the Guided Pathways and the SOAR Learning Community work.
    - ❖ Suggestion to have faculty promote student education plans, on time FAFSA completion, etc.
  - Atiya Rashada agreed and suggested using the Canvas shells and having something standardized for all students to see.
  - Larena Baldazo stated this has been requested a few times and she hasn't received an update if it was possible or not, maybe lack of time.
    - ❖ Suggested template of quick links that could be shared for everyone to include in their Canvas shell.
  - Suzan Tiemroth-Zavala agreed that having a resource template would be very helpful for faculty who don't seem to have time to do it.
    - ❖ Added the more places that students hear this information, the better.
    - ❖ Have the departments and deans communicate with faculty and encourage them to do it.
  - Janelle Tillotson suggested having a Canvas shell from the Counseling department.
    - ❖ Mentioned how some videos and information is outdated.
  - Atiya Rashada mentioned that she learned from the CCC Tech Connect Workshop about new and free tools/features.
    - ❖ Scheduling meetings with students through Canvas, though modules. (Doesn't connect to SARS)



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	<ul style="list-style-type: none"> <li>❖ Developing a feature where students can be sent reminder texts.</li> <li>➤ Rebecca Opsata noted keeping Goal 3.</li> <li>• Rebecca Opsata asked the committee if they want to continue Goal 5: Analyze online enrollment data for Fall 2020 academic year, including Student Support Services and Instruction, to prepare for Spring 2021.             <ul style="list-style-type: none"> <li>➤ Derek Pinto recommended to expand years, maybe a 3-year period.                 <ul style="list-style-type: none"> <li>❖ Concerns of data skews due to COVID situation.</li> </ul> </li> <li>➤ Rebecca Opsata noted keeping Goal 5.</li> </ul> </li> <li>• Rebecca Opsata asked if committee had other suggestions or additional goals.             <ul style="list-style-type: none"> <li>➤ Mildred Lewis asked about getting data of Black and Latino students and their factors/reasons for exodus from the California Community colleges.                 <ul style="list-style-type: none"> <li>❖ State data explaining what might be happening with our students that that's beyond the institution.</li> </ul> </li> </ul> </li> <li>• Rebecca Opsata presented a spreadsheet that has the information from the matrix pages.             <ul style="list-style-type: none"> <li>➤ For assessing have we met these SEM goals or not, and decide if carried over.</li> <li>➤ Asked everyone to go over the spreadsheet and typing in things they know about these goals (take ~15 minutes).</li> <li>➤ Will give everyone on the committee their own column.</li> <li>➤ Deadline/due date for Assignment: October 1st, 2021.</li> </ul> </li> <li>•</li> </ul>	
VIII. Updates	•	•
IX. Adjournment	• Rebecca Opsata 1 <sup>st</sup> , Chris Weidenbach 2 <sup>nd</sup> .	• Meeting adjourned at 12:01 p.m

**NEXT SEM COMMITTEE MEETING – Oct. 6, 2021 → 10:30 a.m.-12:00 p.m.**