



# STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

**COMMITTEE:** STRATEGIC ENROLLMENT MANAGEMENT (SEM) COMMITTEE

**MEETING DATE:** Wednesday, October 5, 2022

**MEETING LOCATION:** HYBRID → T-850 OR Zoom:  
<https://cccconfer.zoom.us/j/500441427>  
**TIME:** 10:30 a.m.-12:00 p.m.

**MEMBERSHIP:** Marlon Hall, Rebecca Opsata, Mark Fields, Mildred Lewis, Atiya Rashada, Dettie Del Rosario, Bala Sampathraj, Derek Lee, Clifton Coleman, Turshika Bennett, Nate Failing, Janelle Tillotson, Terrance Greene, Sarah Backes-Diaz, Joseph Koroma, Katrina Santos, Nia Ford, Nicholas Rothman

**ABSENT:** Mark Fields, Atiya Rashada

**NOTETAKER:** Hope Lane (All meetings will be recorded for notetaking purposes)

AGENDA ITEM	GOAL/DISCUSSION	ACTION
<b>I. Review and Approve Agenda (5 Minutes)</b>	<ul style="list-style-type: none"> <li>Mildred Lewis motioned to amend the agenda to add Equity Presentation by Gary Albury to Agenda item III. 1<sup>st</sup> Dettie Del Rosario; 2<sup>nd</sup></li> </ul>	<ul style="list-style-type: none"> <li>Motion passes; Agenda Item III. Equity Plan Presentation, Gary Albury. Agenda approved. No abstentions</li> </ul>
<b>II. Review and Approve Minutes (5 Minutes) →Sept. 21, 2022</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>Minutes approved, no abstentions.</li> </ul>
<b>III. Student Equity Plan 2.0 Presentation (15 Minutes) Gary Albury and Clifton Coleman</b>	<ul style="list-style-type: none"> <li>Gary Albury &amp; Clifton Coleman presented the Equity Plan for 2022-2025.</li> <li>The vision of new plan was revised to include COVID challenges students faced, such as scholarships to aid students during the pandemic, with funding coming from areas such as basic needs, mental health, and state funding that aids students.</li> <li>The plan focuses on African Americans and Latinx males because they are included in many metrics</li> <li>Mildred Lewis shared the equity gap during the pandemic due to the lack of child care, which impacted being able to enroll ue to child care and enroll in and study coursework.</li> <li>Sarah Backes-Diaz questioned if data was available before the pandemic to see if there was a comparable to post-pandemic.</li> </ul>	<ul style="list-style-type: none"> <li>The Equity Plan will be included with meeting materials.</li> </ul>



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	<ul style="list-style-type: none"> <li>• Committee shared questions on various transfer rates, completion rates and percentages of students.</li> <li>• Some discrepancies occur as students are unsure of goals.</li> <li>• Dettie Del Rosario questioned what are the determining factors if a student falls under various demographics. How is the data determined?</li> <li>• Overlap occurs in certain groups</li> <li>• All data not able to cover but the plan zeros in on data of students who need to be served.</li> <li>• Next steps of plan will present to participatory governance process; targeted focus groups.</li> <li>• Develop plan.</li> <li>• Share with Campus Senates, College Council and Board of Trustees.</li> <li>• Submission to CCCCO by November 30<sup>th</sup>.</li> </ul>	
<p><b>IV. Enrollment Updates (10 Minutes) →Co-Chair Opsata</b></p>	<ul style="list-style-type: none"> <li>• Becky Opsata shared we're holding a 15 % increase of enrollment compared to last year; 8 or 9 seats.</li> <li>• Classes begin October 10<sup>th</sup> "10-10" 10 courses for 10 weeks; October 18<sup>th</sup> late start classes (8 week classes) English 1A has</li> <li>• Reminded committee students must complete FAFSA by October 30<sup>th</sup> to receive "<i>Fall is Free</i>," or students will be charged. Informed Committee Office of Instruction has mailed letters to students informing them to complete FAFSA.</li> <li>• Sarah Backes-Diaz questioned if we were able to text students information about the upcoming FAFSA deadline.</li> </ul>	<ul style="list-style-type: none"> <li>• Dr. Marlon Hall's office will create a flier for FAFSA Oct. 30<sup>th</sup> deadline.</li> </ul>
<p><b>V. Education Master Plan (EMP): Mission, Values and Vision- Report Out (Homework) (60 Minutes) →All</b></p>	<ul style="list-style-type: none"> <li>• Committee shared various colleges Visions and Mission Statements. (attached)</li> <li>• The next steps are to choose college keywords and statements.</li> <li>• Discuss words and ideas, and will use a process of elimination to refine ideas. Word document for committee to share notes as a first step.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a word document with key themes words from submitted Colleges Visions and Missions</li> </ul>
<p><b>VI. Login: CCCApply Report Out (30 Minutes) → All</b></p>	<ul style="list-style-type: none"> <li>• Many committee members faced roadblocks when applying to CCC apply.</li> <li>• Marlon Hall unable to apply</li> <li>• Turshika Bennett unable to apply. (provided notes)</li> <li>• Nathan Failing got as far as the president's message, drop down only allowed for fall, and not able to move past. Unable to apply.</li> <li>• Terrance Greene reapplying, able to reach educational goals but unable to move beyond or reapply.</li> </ul>	<ul style="list-style-type: none"> <li>• Will include Turshika Bennett's notes with meeting materials.</li> <li>• Bala Sampathraj will form a sub-committee (Mildred</li> </ul>



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	<ul style="list-style-type: none"> <li>• Becky Opsata was able to apply and received an ID number but identified issues in the MYPath with a dead link. Catalog Link went to CVC OEI page. MYPath format should be eliminated as many of the links are "dead links". It would be helpful if notifications of the next steps or a "be on the lookout email" to pop-up would signify what's next.</li> <li>• Unable to get past the first steps, and were kicked out.</li> <li>• The process was frustrating to some, and they now understand students' frustrations.</li> <li>• Clifton Coleman shared phone support is open late and will walk students through the process. He suggested adding a support phone number should be included on the laney.edu home page.</li> <li>• Nathan Failing questioned whether issues are Laney's or CCCapply's and who holds the responsibility of the problem, being everything is CCCapply centered.</li> <li>• My Path tab is optional and contains many dead links. Very little participation when my path was integrated with Laney.</li> <li>• Committee questioned all students have the same issue.</li> <li>• Nia Ford shared there are many ways to access the application, and the way students access the application is often the issue.</li> <li>• The website directs students to CCCapply and many issues are via the District.</li> <li>• Bala Sampathraj will form a Sub-Committee to fix links and IT-centered issues and assist with help.</li> <li>• Nia Ford will assist with gaps and consistent issues.</li> <li>• Clifton Coleman shared that suspended applications occur when students return and have applied in the past but never completed the application, which stays in the system but is never processed. Mismatches in data prevents completion and students are not informed of this error.</li> <li>• District A &amp; R frontline staff usually streamline minor issues.</li> <li>• Bala Sampathraj questions how the issues are divided among District A &amp; R staff.</li> <li>• Janelle Tillotson students often wait for a welcome letter but are unsure what to do until it comes, or they never receive it. Also, students must be proactive; but students don't know when and where to expect the letter.</li> </ul>	<p>Lewis &amp; Nia Ford) to begin assisting with IT-Centered issues from a campus level. He Will then follow up with District A &amp; R with issues.</p>
<p><b>VII. Updates (5 Minutes)</b></p>	<ul style="list-style-type: none"> <li>• PRT visit Monday, Oct. 17<sup>th</sup>.</li> <li>• Oct. 19<sup>th</sup> meeting is canceled due to campus Flex.</li> <li>• Charette, Thursday, November 10<sup>th</sup>, Laney Theater, 9 am-2 pm.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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VIII. Adjournment	<ul style="list-style-type: none"><li>• Marlon Hall</li></ul>	<ul style="list-style-type: none"><li>• Meeting adjourned at 11:55.</li></ul>
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## UPCOMING SEM COMMITTEE MEETINGS

- **October 19, 2022 -->> CANCELED Due to Campus Flex**
- **Nov. 2, 2022**