



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

COMMITTEE: STRATEGIC ENROLLMENT MANAGEMENT (SEM) COMMITTEE

MEETING DATE: Wednesday, September 7, 2022

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

MEMBERSHIP: REVIEW & UPDATE

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
I. Review and Approve Agenda (5 Minutes)	•	• Did not meet quorum. Will add to Sept. 21 st meeting for approval
II. Review and Approve Minutes (5 Minutes) →May 4, 2022	•	• Did not meet quorum. Will add to Sept. 21 st agenda for approval.
III. Membership Update (5 Minutes) →Ms. Hope	•	• Ms. Hope will continue to work with Academic Senate Pres. Blackie for appointments. Turshika Bennett will replace Faculty At-Large: Elizabeth Wadell. Will update membership list.
IV. Research Survey Results (15 Minutes) →Clifton Coleman	•	• Clifton Coleman shared key results from survey, which had over 450 student responses. Top challenges for student's; difficulty paying for classes, keeping up with course load, finding classes that work with their schedule. Additionally, students felt the website had many graphical links, outdated information, and overall finding useful information on the website. The website Students are also interested in the short-term classes. <i>(Survey attached for review)</i>



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<p>V. Enrollment Updates (10 Minutes) →Co-Chair Opsata</p>	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Co-Chair Opsata shared enrollment updates are sent out weekly and will now include SEM Committee. Students taking more classes than previous year. Fall is Free has had a huge impact on enrollment. Fall 2022 enrollment 9462 students. • Fall is Free has changed composition of students. More of “transitional/older students.
<p>VI. Planning Updates: Enrollment Master Plan (EMP) & Fall Planning Retreat (30 Minutes) →Co-Chairs</p>	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Reviewed the SEM Plan and next steps for the new plan. • Bala suggested we should be looking at a transition for the website/webpage. Should move from WordPress to Hubspot. • Dr. Hall shared all plans should align together with the Strategic Plan. • Fall Planning Retreat, Friday, Sept. 9th @ 8:00 a.m. and monthly thereafter.
<p>VII. Spring 2022 Evaluation Results (5 Minutes) → All</p>	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Reviewed one response by Katrina Santos. Committee advised of importance of completing survey.
<p>VIII. Updates (5 Minutes)</p>	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Fall Planning Retreat on Friday, September 9th, 8:30-1:00 p.m.
<p>IX. Adjournment</p>	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Adjournment @ 11:17

UPCOMING SEM COMMITTEE MEETINGS

- **September 21, 2022**