LOS MEDANOS COLLEGE

Strategic Enrollment Management Agenda
Tuesday, April 19, 2022 from 2:00 – 5:00 pm

Join Zoom Meeting: https://4cd.zoom.us/j/98758230755
Phone: (669) 900-6833
Meeting ID: 987 5823 0755

Tri-Chairs: Natalie Hannum (Vice President of Instruction), Tanisha Maxwell (Vice President of Student Services), and Carlos Montoya (Vice President of Business and Administrative Services)

Voting Members: Nicole Almassey (Assessment Coordinator), Ricci Bicomong (LMC Associate Student), Lynny Cano (LMC Associate Student), Milton Clarke (Political Science Faculty), Sheena Dugao (LMC Associate Student), Chialin Hsieh (Sr. Dean Planning & Institutional Effectiveness), Ryan Pedersen (Dean of Instruction: Math & Sciences), Ginny Richards (DSPS Manager), Camille Santana (Counselor), Nicholas Sessions (LMC Associate Student), Michael Simpson (Lead Admissions & Records Assistant), Beth Ann Stone (Administrative Assistant, Sr.), Nicole Trager (MESA Director), Sara Toruno-Conley (English Faculty), and Grace Villegas (Academic Scheduling Specialist)

Participatory Non-Voting Members: Rachel Anicetti (Academic Manger Transfer Center), Dave Belman (Dean of Student Success), Jeffrey Benford (Dean of Counseling and Student Support), Dennis Franco (Dean of Instruction: CTE and Workforce Development), Rikki Hall (Admissions & Records Director) Sabrina Kwist (Dean Equity and Inclusion), Morgan Lynn (Curriculum Chair/English Faculty), Aprill Nogarr (Interim Dean of Instruction: Liberal Arts), Janith Norman (DE Coordinator), Rudolf Rose (Counselor), Eileen Valenzuela (Office of Instruction, Supervisor), Julie Von Bergen (Math Faculty)

Meeting Logistic Support – Administrative Assistants Leetha Robertson, Irene Sukhu, and Note Taker - Shondra West

Item #	Topic/Activity	Notes
1.	Welcome, Announcements and Public Comments • Tech Plan Draft LMC Technology Plan 2022-28 • LMC'S Distance Education Strategic Plan Update • Program Review Y5 Theme Reports Timeline • Quality Focused Essay (QFE)	
2.	Constituent Representatives – Roll Call of Voting Members • Vacancy – Management representative- request for volunteers	Roll Call completed by Leetha • Absent (students) • 1 admin vacancy • Alternate - information
3.	Approve Agenda– April 19, 2022 Approve Minutes– March 15, 2022	Action: Approved (Motion/Second C. Hsieh/C. Santana); unanimous Action: Approved (Motion/Second C. Hsieh/G. Richards); unanimous
4.	Finalize SEM Meeting Structure for 2022-2023 • 1st & 3rd Tuesday 3:15-4:30 + one workshop (TBA per semester) • 1st & 3rd Friday 09:00-10:30 + one workshop (TBA per semester)	T. Maxwell covered the restructured meeting options; • 1st & 3rd Tuesday 3:15-4:30 + one workshop (TBA per semester) • 1st & 3rd Friday 09:00-10:30 + one workshop focused on SEM priorities. **Action**: option of 1st and 3rd Tuesdays (Motion/Second S. Toruno-Conley/C. Santana) **Discussion**:

		• The childcare center closes at 4pm and certain members will need to leave the meeting early to pick-up their children. • The members discussed moving the dates and times; however, making changes will pose conflicts with other meetings. One suggestion was to move the meeting earlier but it will conflict with the department chair the 1st Tuesday. Another suggestion was to move the meetings to 2nd/4th Tuesday, but this time conflicts (TAG) from 2-4 on the 4th Tuesdays. A suggestion to offer morning meetings, but it poses a conflict with faculty teach prime times. • Consider offering a poll to determine when faculty are available to meet in the afternoon. • Recommendation to move the vote on the item and revisit the item at different time in the fall to consider other options. • Due to the complexity of scheduling meetings, the best option is having advance notice when schedule meetings. This will help everyone's avoid conflicts on their calendars. **Approved**: unanimous
5.	• SEP Writing Team o Update on writing team members o Progress report o Next meeting date o Review the timeline	C. Hsieh and S. Kwist co-facilitated giving an update about the SEP writing team. C. Hsieh screen shared a mural of the SEP writing team workgroup progress that includes meeting documentation (minutes, PowerPoint, Ed Code, state/local templates etc.). The SEP members are Ryan Pedersen, Morgan Lynn, Nicole, Rachel Anicetti, Camille Santana, Janith Norman, Aprill Nogarr, Irene Sukhu, Candice May, Bethann Stone, Robert, and George Olgin. SEP is a workgroup of SEM. There is a proposed timeline that was shared with the group regarding items that will be brought forward to different committees and constituency groups for their feedback. The direction of the final SEP writing plan will come from SEM before it is shared with the community college. **Discussion**: • The committee discussed the routing process in which the draft SEP plan will be reviewed by the constituency groups. It was recommended by N. Hannum that SEP put together a FLEX proposal to communicate the work being completed over the summer, followed by conducting a road show to gain feedback from all constituency groups. • The members discussed the direction of the SEP group who coordinates writing the draft on behalf of SEM, and afterwards will submit the final written draft to SEM for feedback before presenting the information to the college constituency groups. Some of the concerns discussed: o Present the information to the constituency groups prior to requesting SEM feedback. However, the members would like SEM to review the document beforehand to ensure all the elements are capture in the plan. SEM guidance is

		needed since the state requirements are still underway about the details covered in the plan. S. Kwist shared suggestions of equity elements to capture in the plan as well.
		• Both B. Stone and M. Lynn shared the senate's vetting process, being that it takes time to receive feedback from constituency groups because the 1st and 2nd read occurs September – November. Moreover, B. Stone went over the proposed SEP vetting timeline in how the plan will be shared; beginning at Opening Day (Aug), followed by senate representatives share with their members (Sept) followed by 1st read to occur (Oct) to collect feedback to be shared at the College Assembly Meeting (Oct), and then SEM shares with SGC (Oct), and lastly the 2nd read to occur in November to finalize the document by December.
		• It was questioned whether a comprehensive document would be completed over the summer and then made available to receive feedback when the SEM group reconvene in Fall, more so to meet the proposed vetting timelines by the senates to receive their feedback.
		• The recommendation is that SEM host vetting the plan to the college. Being that the writing team is completing the work on behalf of SEM who will oversee the engagement of the conversation, processes, and implantation of it. SEM hosting the plan involves presenting the document, coordinating the 1st/2nd reads, and seeking feedback and approval from the constituency groups.
		• S. Kwist gave an equity synopsis for the newest member Arunima Basu as informative knowledge regarding the engagement with SEM and SEP.
		• The committee continued to discussed SEP and SEM relationship in how to collect feedback prior to the document before it's vetted to the constituency groups. Moreover, including the equity component to. The final decision, after SEP completes the plan, SEM will review and provide their feedback prior to vetting it to the different senates (classified, faculty, and senate).
		• The meeting times was shared with the group; Mondays 1-2pm. The next meeting is scheduled for 4/25.
		• Recommendation for SEP to develop a flex proposal with an overall goal that the writing time will have the plan available for SEM's first meeting, September 6, 2022.

6.	• SEA Budget Workgroup
	  ○ Reps from each constituency group for budget work group
	  ○ Co-facilitated by VP's of Instruction and SS
		• T. Maxwell gave an update about the SEA Budget workgroup, sharing that a call out for constituent groups to join, and provided with co-facilitated members by the VPs.
		• T. Maxwell gave an update on ongoing cost; personnel employees; committee partnership with the equity office; professional develop

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o Determine on-going costs

  ▪ Personnel- perm & hourly
  ▪ Equity Office, PD and Equity initiative (PIP, FAM, etc.)

o Develop process for requesting funds and rubric for recommendations

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and equity initiatives (PIP, FAM, etc.); develop process to request funding; and create rubric for funding recommendations.

• A question about providing an assessment of the ongoing funds that will continue to support equity developments and its results. The recommendation is to develop a funding summary report of the progress of the project. S. Kwist shared that a report is underway that will support what has been spent and what's needed.

• The SEA budget has parameters in how the funds are spent; the tri-chairs will examine the infrastructure to ensure that the college is implementing the state efforts and the programs are receiving support to provide the state deliverables.

• The appointment of the SEA Budget workgroup hasn't been established yet. Volunteers were asked and the following volunteers joined:

  o Nicole Almassey (classified)

  o Nicole Trager (faculty)

  o Ginny Richards (administrator)

• The members are not approving the budget, yet analyzing the funds to ensure the funds are being organizes, reviews, coordinates process to allocate funds appropriately.

• Having Tri-Chairs (N. Hannum and T. Maxwell) serve on the committee fulfills the management seats.

Action: (M/S): R. Pedersen/C. Hsieh to approve the three volunteers (N. Almassey, N. Trager, and G. Richards).

Discussion: Recommendation to consider adding a student representative. The SEA workgroup will begin the work of looking a process and developing rubrics; inasmuch, the student involvement will be included after the logistic components are complete, whereby the student is critical in the voting of approving the budgets.

Approved: 10 yes and 1 no
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Guided Pathways Marketing and Branding

Marketing Director
Pole Banners & Other Campus Messaging
Sample Website Preview

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• N. Hannum gave an update about hiring of a marketing director. The job announcement is coming out soon.

• E. Chapman shared that the pole banners have arrived and are scheduled to be installed next week.

• E. Chapman screenshared drafts of the learning major and career pathways flyers in how they were implement on the LMC's website. E. Chapman's screenshare included examples of different colleges websites pertaining to how their program pathways are displayed. LMC's pathway web design includes feedback received about the layout which is in six different styles. The SEM committee was asked to review the website and provide their feedback.

• E. Chapman also shared a web demo of the degree platforms and what happens when a user selects a pathwaywhich will give the
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		user a plethora information regarding major requirements and career opportunities.
		o The committee thanked Eloine and John Schall for their marketing work, especially since they receive pieces of information that they finalized into an end product. There was a question about accessing a web design template to create the program sequencing by which the committee can use a markup document by which they can provide feedback. Eloine shared how web design coding immolates the work needed to create marketing elements. Eloine is open to creating a template that's helpful for the group to share what's needed, however Eloine will need to complete the program coding.
		o N. Hannum gave an update on the functionality of program sequencing….
		o A small working group to work with Eloine and John to develop the GP website. There's content and coding involved in program the site that Eloine and John will complete the web design.
8.	SEM 2.0 Update & Self-Assessment Template https://losmedanos.wufoo.com/forms/sem-20-institutional-selfassessment/ Writing session 4/22/22	N. Hannum gave an update about the SEM 2.0 group. Ten colleagues are selected to attend the SEM 2.0 conference in June. The members were identified as senate members, professionals related in the field, and volunteers involved with the guided pathway work. The self-assessment template available as a Wufoo from was shared. SEM members were asked to complete it and provide their feedback by 4/22. The information collected will be shared with the writing team coaches scheduled to visit LMC in June.

9.	SEM Breakouts: Add link of SEM Plan with Goals and priorities and review their progress and provide status of their goals and objectives. In put the templates from first year.
	• Review goals and objectives and make recommendation- keep, roll over or abandon
		Break outs and report outs:
		Four breakouts assigned –
		1. **Integrated Student Support/Retention** (ISSR) – T. Maxwell provided the report out about the recommendation:
		  o **Objective 2.1** Early Alert – modify and broaden to include starfish with LMC connect. The feedback is to change the objective slightly to include use of starfish LMC Connect as a case management tool for student support programs and services. Inasmuch implement a broader use of early alert with alignment of the success team model so that's available across the campus (faculty/staff), provided that training is offered to enhance starfish and LMC Connect user ability.
		  o **Objective 2.2** Develop a robust first year experience – Feedback provided was to not only focus on the first year experience, yet focus on retention for students that will design and implement success milestone throughout the student journey within 15 unit increments. Craft action steps for the retention implementation.
		  o **Objective 2.3** Beyond FYE – Remove the Beyond FYE wording and keep the remaining statement title. Rollover

the action steps, remove the sub-bullets under action step column one, and include additional ones focused on career exploration and major completion that helps clarify students' path.

2. **Curriculum Analysis (CA)** – R. Hall screen shared the CA group notes with the use of a color scheme; yellow for completed action plan items and blue for pending.

   - o **Objective 3.1** – Upon identifying the items completed and the ones that are a WIP, the group reviewed alignment of the action steps with the objectives and newly development ideas based on current efforts implemented, the relationship with key stakeholders, and movement toward implantation of new ideas. An example was provided using the expansion of GE course offerings (detailing the work involved and what was completed); however, assignment of a GE representative to the SEM committee is ongoing.

   - o **Objective 3.2** section included the curriculum work related to degree, certificate, transfer, and articulation. The work is ongoing with developing a Libera Arts Task Force, degree/certificate review, along with articulation review and re-evaluating currenting ADTS with TMCs. New developments/action steps were shared how to implement the work and the ongoing work of Rachel Anicetti to streamline articulation.

   - o **Objective 3.3** – An update was provided about the Distance Ed. work completed and the support of creating online supplemental instruction, increase different method of instruction course offerings across the schedule pattern.

   - o **Objective 3.4** Partner with Adult Ed. A is ongoing. The recommendation provided is to expand non-credit offerings and provide professional development opportunities that enhance one's knowledge about NC procedures.

3. **Strategic Scheduling** (SS) R. Pedersen gave the report out. The work of SS is a work in progress with emphasis of completing the objectives after the curriculum updates are completed. A recommendation was made about returning to the logistic discussions of SS, more so to solidify either moving towards 1 vs. 2-year scheduling. With a goal that SS utilize the emphasis of curriculum mapping.

   - o **Objective 1.2** – An update was provided about the implementation of the new FTEF model. Moving forward, the goal becomes revising the model for use with the 1 – 2-year model. A discussion is needed about creating a new FTEF tool (goal) that's utilized based on programmatic needs and allocating new FTEF.

   - o **Objective 1.3** – This objective is connected to marketing. After completing 1-2-year scheduling, the goal becomes to

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move forward with completing 1.3 (integrate SS activities across college divisions and department initiatives).

4. Marketing R. Anicetti gave a report out by share screening the group outcomes. The group approach was questioning the created vision for marketing and outreach overall with a goal of outlaying the principles of GP and its relationship with marketing and SS as the next steps. The group noticed a theme with creating marketing objectives:

- o Norming vocabulary and consistent messaging regarding GP
  - ▪ Develop a brand kit
  - ▪ Coordinate a centralized methodology in how communication is sent to students
- o Web development
  - ▪ Accessing the ease of it's user
  - ▪ Identify where the content lives related to GP
- o Marketing of SS
  - ▪ Identify the different processes for the GP offerings (Brentwood vs. LMC)
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T. Maxwell thanked everyone for their ongoing work. As the SEM progresses its efforts, the goal becomes thinking of how to expand move forward with implementing the action plans, along with including marketing and communication. T. Maxwell looks forward to the continued work that includes SEM 2.0. A reminder was shared to complete the self-assessment.

Meeting adjourned: 5:06 pm (M/S: R. Pedersen/C. Santana)