

LOS MEDANOS COLLEGE

Strategic Enrollment Management Minutes Tuesday, March 15, 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), Milton Clarke (Political Science Faculty), Chialin Hsieh (Sr. Dean Planning & Institutional Effectiveness), Ryan Pedersen (Dean of Instruction: Math & Sciences), Ginny Richards (DSPS Manager), Camille Santana (Counselor), 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), Eileen Valenzuela (Office of Instruction, Supervisor),

Guest: Christina Goff and Catt Woods

Absent: Ricci Bicomong (LMC Associate Student), Lynny Cano (LMC Associate Student), Sheena Dugao (LMC Associate Student), Nicholas Sessions (LMC Associate Student, Rudolf Rose (Counselor), and Julie Von Bergen (Math Faculty)

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

Item #	Topic/Activity	
1.	Welcome, Announcements and Public Comments	<ul style="list-style-type: none"> ○ N. Hannum welcomed everyone to the meeting. ○ Everyone participated in an icebreaker via chat and completed introductions.
2.	Approve Agenda– March 15, 2022 Approve Minutes– February 15, 2022	<p>N. Hannum provided a summary of today’s agenda items. Action: Approval of the agenda (M/S: N. Almassey/G. Richards); unanimous Action: Approval of the minutes (M/S: B. Stone/C. Santana); unanimous</p>
3.	Constituent Representatives- Updates & membership confirmation Update Roster <ul style="list-style-type: none"> a) Classified b) Faculty c) Students d) Management 	<p>L. Robertson gave a constituency update regarding filled and vacant positions. Two vacancies exist; (1) faculty and (1) administration. An adjustment was made to the membership: add Nicole Trager as a faculty voting member. N. Trager's appointment was approved at the November 2021 meeting. Open Discussion:</p> <ul style="list-style-type: none"> ○ At the next Cabinet meeting there will be a discussion about filling the administration position. ○ Address students’ appointments on the committee because they are absent regularly. Outreach is needed regarding their attendance and if there are potential vacancies. ○ A recommendation was made to compensate students when attending via COOP opportunities or financial. Students' attendance for a three-hour meeting is a big commitment. ○ Attend the LMCAS meeting to share SEM talking points as an effort to keep the students informed because having the students’ feedback adds to the discussion.

LOS MEDANOS
COLLEGE

Strategic Enrollment Management Minutes
Tuesday, March 15, 2022 from 2:00 – 5:00 pm

<p>4.</p>	<p>SEM Meeting Structure for 2022-2023</p> <ul style="list-style-type: none"> • Once per week for an hour? • Twice per month for 1 ½ hours? 	<p>C. Montoya shared options for revamping the SEM meeting structure for 2022-23. The options included:</p> <ol style="list-style-type: none"> a) meeting twice per month for 1.5 hours or b) having 1-hour weekly meetings. <p>The proposed new structure with more frequent meetings allows members to remain current on matters when they cannot attend instead of waiting an entire month to receive updates. This new structure also will give members more time to complete SEM work. For example, bi-weekly meetings allow for a faster turnaround on documents requiring 1st and 2nd read instead of waiting monthly.</p> <p>The committee concerns focused on determining the role and responsibilities of the committee members vs. the Tri-Chairs and establishing clarity about the constituency members' involvement to complete SEM work. For example, strategic scheduling is a workgroup assignment involving its members, but agenda items outside of this become information only whereby to enhance one's awareness but not practical of the workgroup time. Other concerns concentrated on avoiding overlap with existing college committee structures, needing to review the SEM charges related to roles/responsibilities, objectives, and outcomes, and determining the days of the weeks that the meetings will occur outside of Tuesdays.</p> <p>N. Hannum concluded by asking for consensus from the group about adopting a new structure, whether meeting twice a week is conducive, considering meetings will occur on a different day besides Tuesday. Feedback from the committee:</p> <ol style="list-style-type: none"> c) Avoid Fridays. d) Option to meet on Thursdays. <p>The committee postpone acting because C. Montoya will look at existing college committee structures and bring back potential opportunities for SEM to restructure the meeting effective Fall 2022. N. Hannum shared next steps also include designing a straw proposal and offer a meeting poll at the next meeting.</p>
<p>5.</p>	<p>2023-2025 Student Equity and Achievement Plan</p> <ul style="list-style-type: none"> • New State Template and Data Dashboard – April 22 • Plan Development and Writing Schedule • Call for writing assistance (representative from each committee) 	<p>T. Maxwell expressed equity's association with SEM and GP, more so establishing the college's equity approach to increase students' social and economic mobility to enhance SME/GP work towards implementing student success initiatives. Funding to support the work using SEA and other categorical funds aid in advancing the progress of SEM and GP. The relationship with S. Kwist and C. Hsieh will help provide ongoing support for SEM/GP to foster achieving equitable goals.</p> <p>S. Kwist updated everyone on the state's (Chancellor's Office) implementation of the 2023-2025 student equity and achievement plan, further highlighting the plan's purpose and outcome. The plan has a new, dynamic style and offers financial flexibility. S. Kwist presented the partnership between equity and SEM</p>

LOS MEDANOS
COLLEGE

Strategic Enrollment Management Minutes
Tuesday, March 15, 2022 from 2:00 – 5:00 pm

will become an opportunity to collaborate and support the work being done. The collaboration work will support pilot programs, policy change, goal alignment (EMT Goal #1), as such. In addition, S. Kwist communicated the relationship between equity and SEM/GP includes analyzing the data to address equitable questions, whereby SEM is the place to enhance achieving equity initiatives e.g., how successful are students in their first year? S. Kwist noted that the state's plan has a newer 3.0 dashboard to access sophisticated data, such as comparing state and local data to support the college's development of student pathway success plans; moreover, addressing and prioritizing the experience of disproportionately impacted students using a matrix to find/remove barriers that enhance access. In conclusion, S. Kwist thanked everyone for their support in designing the equity achievement plans past and current, and encouraged members to join the writing team.

C. Hsieh shared the logistic of joining the writing team, which a writer is needed from each SEM constituent workgroup. The writing assignment is separate from the equity-focused groups and is due to the state on November 30, 2022. C. Hsieh shared the writing team task timeline that begins in March (soliciting members). The proposed meeting frequency is twice per month for one hour. Furthermore, the workgroup will provide monthly updates at the SEM meetings.

Open discussion:

- Representatives that join doesn't need to be an SEM voting member.
- Volunteers are needed from the following groups: strategic scheduling, integrated students support and retention (interdisciplinary group), marketing and outreach, and curriculum.
- Recommendation to request a general call-out due to the reconfiguration of new people joining the different SEM/GP workgroups.

Several members agreed to help from faculty, administration, and classified

- M. Lynn – faculty/curriculum
- N. Almassey – classified/student services (assessment)
- R. Anicetti – administration/transfer-student services
- C. Santana - faculty/counseling
- J. Norman - faculty/distance education
 - A. Nogarr – administration/instructional

Several members will commit at a later time depending on their availability:

- D. Belman
- D. Franco
- R. Pederson.

A call-out for students will be determined at another time after the information is presented to their constituent group.

**LOS MEDANOS
COLLEGE**

**Strategic Enrollment Management Minutes
Tuesday, March 15, 2022 from 2:00 – 5:00 pm**

<p>6.</p>	<p>SEA Funding Integration with SEM</p> <ul style="list-style-type: none"> • Budget development and integration • Use of Disaggregated Data to inform 2023-2025 funding strategies and accountability measures 	<p>In the past, SEA funds supported SEM 1.0 that included: SEM related positions, SEM work efforts, and usefulness for equity work. Considering a significant amount of funding will continue to support the existing infrastructure approved previously, funding earmarked for SEM 2.0 work, and considering an amount parsed out for equity and PDAC activities correlated to SEM/GP. Conversations about short vs. long-term strategies for using SEA funds for transition, usefulness, and accountability of SEM/GP work are ongoing discussions regarding the proposed plans how to appropriate the funds. Future conversations will continue to occur on how to move forward with using the funds specific to the SEM initiative and priorities, along with disbursing an amount for equity/professional development. The committee asked several questions related to SEA funds:</p> <ul style="list-style-type: none"> ○ How are SEA funds being used and oversight of it by the VPs? ○ How are SEA funds going to be integrated with the SEM budget? ○ How to ensure the SEM committee funds are spent equitably? Who has oversight over the funds? <p>In response, C. Montoya shared that funding apportionment is designated for existing positions created from the previous SEA funds with priority to continue supporting programs, e.g., SSSP, basic skills, matriculation, to name a few. Inasmuch, SEA funding usefulness in the implantation of addressing the state SEM/GP initiatives; being that the goal of SEA funds will help solidify SEM 1.0 and migrate to SEM 2.0 to continue supporting the work. Likewise, supporting the collaboration between equity planned activities and SEM/GP, e.g., assisting with the disaggregation of data to enhance SEM/GP efforts.</p> <ul style="list-style-type: none"> ○ How to use the funds to address disproportion groups <p>Funding provides intentionality for setting up a matrix to enhance efforts such as outreach efforts.</p> <ul style="list-style-type: none"> ○ Concerns about using the data purposefully, considering previous data exist to address immediate concerns. ○ Concerns about the SEM charges alignment use of SEA funding. And oversight of the funding outside of SEM colleagues. <p>SEA funds are a mechanism for enhancements of the GP masterplans and not diminishing existing structures.</p> <ul style="list-style-type: none"> ○ Concern about the allocation of funding for other programs to support advancements and growth of a program. <p>The goal before appropriating the funds is to identify the existing operations and examine how SEM/GP efforts to scale across the campus (departments/programs) to secure funding.</p> <ul style="list-style-type: none"> ○ What is the plan in developing success team tied to classified positions; who, what, when, and how <p>The opportunity is to secure the funds. Those funds will support the work completed to meet the state equity/SEM/GP plans. Those plans outline specific tasks and performances related to the type of infrastructures needed to support the work.</p>
<p>7.</p>	<p>SEM 2.0 Supporting the Student Journey Update & Team Configuration</p> <ul style="list-style-type: none"> • Update on SEM 2.0 Application 	<p>N. Hannum updated everyone on the SEM 2.0 application submitted to the state. Several professionals were identified to participate in the project as a placeholder within the application. N. Hannum is waiting for the</p>

LOS MEDANOS
COLLEGE

Strategic Enrollment Management Minutes
Tuesday, March 15, 2022 from 2:00 – 5:00 pm

	<ul style="list-style-type: none"> • Call for team volunteers 	<p>Chancellor's Office to grant approval. N. Hannum requested for volunteers to replace the members' names submitted in the application. The expectations of participating in the SEM 2.0 include:</p> <ul style="list-style-type: none"> ○ Attending a 2-day SEM academy ○ Hosting two campus visits to work with the designated coaches in fall/spring ○ Participating in monthly meetings with the coaches ○ Completing midpoint review and discuss it with the coaches ○ Completing a one-day close-out meeting <p>N. Hannum will share the document with everyone for their review. The document contains detailed information such as key activities or steps on how the college will implement the SEM 2.0 project. Moreover, the document contains information about the expected outcomes of the college's participation in the SEM 2.0 project. Feedback is needed from the group before moving forward with the plan.</p> <p><u>Open discussion</u></p> <ul style="list-style-type: none"> ○ Concerns about the lack of reviewing pedagogy, curriculum, distance education, and access to tech support in the SEM 2.0 plan. <p>In addressing the concern, the workgroup goals are to reflect on SEM 1.0 outcomes, rollover items into SEM 2.0, and establish new goals and objectives by bridging the gaps addressed in the previous bullet.</p> <ul style="list-style-type: none"> ○ Recommendation to seek volunteers outside of SEM; e.g., ask all classified professionals of their interest to join. <p>N. Hannum shared the intentionality of selecting the current SEM 2.0 applicants, being that their current roles align with the support of SEM 2.0 efforts in meeting the outcomes. There is an upcoming interview to determine if the college approval to partake in SEM 2.0.</p> <p>R. Pedersen shared that working with the coaches supports accountability, emphasizes best practices for accomplishing goals, upholds SEM/GP with meeting deadlines, and helps to ensure the work is getting done.</p> <p>The development for SEM 2.0 team will be solidified in the upcoming weeks.</p>
8.	<ul style="list-style-type: none"> • Guided Pathway Update and Next Steps: Spring Schedule of Activities • Scale of Adoption Assessment 	<p>N. Hannum shared the scale of adoption assessment and requested members to read the document and provide feedback. The document addresses each pillar 1-4. The deadline to provide feedback is March 21, 2022. Feedback provided will be incorporated in developing a final report by June 31. Afterward, the document will be circulated through all the consistency groups.</p>
9.	<p>Marketing/Outreach/Inreach</p>	<p>D. Belman updated the committee about communication strategies between the college and students:</p> <ul style="list-style-type: none"> ○ Expressed the goal/purpose of the student-facing communication (SFC) – coordinate/intentional approach to large-scale student communication and provided communication supporting SEM/GP ○ Shared a historical perspective and membership of SFC. The membership representatives are

LOS MEDANOS
COLLEGE

Strategic Enrollment Management Minutes
Tuesday, March 15, 2022 from 2:00 – 5:00 pm

	<p>members from instruction, marketing/PI, outreach, planning, and student services.</p> <ul style="list-style-type: none">○ Updated the committee on SFC efforts in 2021; e.g., re-vamped the frequency of the e-newsletters, enrollment messaging, AB705 and ESL student calling campaign, increased texting, and sent personalized emails.○ Shared new comprehensive SFC system: mapping and strategizing to coordinate/collaborate among departments, review of the SFC process and effectiveness to incorporate improvements., and analyze the re-align communication efforts. <p>R. Anicetti shared an excel spreadsheet that illustrates the mapping efforts when communicating with students. The document contained information about:</p> <ul style="list-style-type: none">○ Different student populations to communicate with○ Frequency of messaging○ Type of communication styles – what information is being sent, e.g., enrollment○ Use of different messaging platforms related to best communication methods <p>R. Anicetti shared a master communication calendar developed using Excel. The usefulness of the document helps sort the data to determine the effectiveness of student communication and determine the best methods to communicate with various student populations.</p> <p>D. Belman concluded with the proposed future direction for SFC.</p> <ul style="list-style-type: none">○ Collaboration between SFC into SEM marketing & outreach group○ Continue use of the SFC system and refine practices○ Plan/strategize future SFC timeline of the upcoming work <p>C. Hsieh emphasized the efforts of the SFC team whereby they are problem-solving best practices of communication with students to keep, remove, or enhance the services by maintaining connections among students, departments, and the community.</p> <ul style="list-style-type: none">○ A recommendation to incorporate specific interventions that support different student groups considering they are coming out of a COVID environment; e.g., onboarding students, college readiness support, retention support, and helping the students along the way as they are completing their path. <p>The success teams of SEM 2.0 intend to engage in conversations about how to incorporate student intervention and support.</p> <p>N. Hannum shared the pathways iconography document. A concern was shared about the clarity of the document viewed by students. The solutions are:</p> <ul style="list-style-type: none">○ Make the descriptive pathway font larger or○ Switch the LMC logo to the top and the pathway descriptions at the bottom
--	--

LOS MEDANOS
COLLEGE

Strategic Enrollment Management Minutes
Tuesday, March 15, 2022 from 2:00 – 5:00 pm

10.	EMP Goal Alignment	<p>T. Maxwell gave an EMP Goal Alignment update. The next steps include reflecting on SEM 1.0 outcomes and prioritizing the objectives of SEM 2.0. T. Maxwell shared that C. Hsieh created an SEM crosswalk whereby SGCs committees can review the SEM goals and objectives, SGC charges, and alignment with the EMP goals. T. Maxwell communicated the different EMP goals and objectives, emphasizing how the committees are connected to them and the work being performed that meets the goals/objectives.</p> <p>C. Hsieh updated the committee about the work being performed, whereby B. Stone oversees inputting the accomplished EMP goals in eLumen. B. Stone shared that SGC committees should identify at least two out of the several EMP goals/objectives and provide a report of the accomplished work; it's not required to address them all.</p>
11.	<p>Report Outs:</p> <ul style="list-style-type: none"> • Integrated Student Services and Retention • Distance Education • Strategic Scheduling & Curriculum Analysis <p>Division Meeting Report Outs</p>	<p>T. Maxwell reported on the Student Services Leadership Team (SSLT) GP's actions in discussing, planning, and operationalizing the work within their departments. At the last SSD meeting, the SSLT presented their GP goals, objectives, and outcomes, which the information was noted and charted as a repository using Excel. T. Maxwell shared the Excel chart that summarizes SSLT (G. Richards, T. Oranje, R. Hall, and R. Anicetti) GP purpose, obstacles, action, and plan.</p> <p>J. Norman reported on the approval of the DE strategic plan by all constituency groups. The next steps involve sharing the information at roadshows. J. Norman gave a poker update focused on information about training aa team to become trainers that will offer per online mentoring programs in the summer. In addition, Becoming Effective Online Instructor (BEOI) training is available for faculty as well.</p> <p>R. Pedersen report on the continued sequencing work and the actions to reconcile the information in the catalog, COCI, and other databases to maintain consistency within the systems; Summer/Fall schedule 2nd drafts were submitted to the G. Villegas and departments are working on the 3rd.</p>
12.	Open Discussion	none
13.	Meeting Adjourned	4:46pm Action: Approved (M/S) G. Villegas/G. Richards; unanimous