Notes from SEM/GP Retreat on January 31, 2020

Proposed Target Populations and Areas of Focus/Goals

New first time students- clarify if we mean those already enrolled versus those who are prospective new first time students. Should we focus beyond that? All prospective students or prioritized target prospective students like recent high school graduates or for example, 20-25 year olds with no college experience?0

Not listed:

Marketing needs to be put in the outline for the Strategic Enrollment Plan. Marketing is an institutional function, but it should be an integral component of all areas of focus in our SEM priorities.

Do we need a "bucket" for attracting new students? (Marketing and Outreach will need to be an essential part of the plan for all components. But is SEM the primary responsible party in the college for marketing? Is this a wider college responsibility?) What we offer, the scheduling piece… the new students need to know this exists.

Do we make **marketing** a capstone? All of these goals can't happen all at once. Some are already in process; others will happen later…

When we bring something new online, marketing plays a big role. Low enrollments may reflect a lack of effective marketing.

Need for late start classes, Fridays, Saturdays – this might be an activity in the plan

Are there other institutional initiatives that are not one of these 5 proposed areas of focus? For example, the CVC/OEI grant work would be part of Distance Education.

Need for Baseline Data to inform our activities and decisions.

Target Populations:

Strategic Scheduling

Is it possible to do anything about strategic scheduling?

Focus on physical resources needed; just adding hybrid doesn't solve the problem

PLSC new screen on Colleague; will tell us what classes students are planning to take to help us project how many sections we need; combine with Meta-Majors

Associating activities with "buckets" rather than asking if the "buckets" are covering all we need to pay attention to. Do we need more "buckets" to cover the things we need to do over the next 3 years?

Missing external relationships/partnerships; working with high schools, for examples, allows us to leverage additional physical resources, classroom space

Data we have already requested?

Look at language in bolded statements; may need wordsmithing

Where is our base data making process needed for decision making? What are the key metrics to inform our conversations/decisions? How are we using databases like Tableau in a systematic way? We need to focus on this first!

Connection to AB 705/ Connection among these buckets

Integrated Student Support/Retention

Students who fail classes at LMC spread the word and a negative message in the community and vice versa. Students who have positive experiences they help us with marketing the college naturally. They use social media to spread the word too. Satisfied students say good things about the college. Yelp reviews about who helped them, their interactions with the people, parking, student services offices, accessibility. Maybe we're not focusing on the important things to students.

AB 705 Implementation

Curriculum Analysis

Distance Education

Some of the goals are written in active, some in passive voice.