

PBC Strategic Enrollment Management Committee

MEETING MINUTES

Wednesday, November 20, 2019

Building 8 - Room 110

9:00 – 10:00 a.m.

In attendance: Tammy Robinson, Karen Engel, Matt Lee, Jeanne Stalker, Ruth Miller, Marisol Quevedo, Manuel Pérez, Mayra Arellano, Jamillah Moore, James Carranza, Paul Naas, Ron Andrade, Gloria Darafshi, Julian Branch, Leonor Cabrera, Matais Pouncil, Graciano Mendoza, Diana Tedone-Goldstone

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| **Agenda Item** | **Discussion Lead** |
| **Agenda Overview** | Robinson and Engel |
| KAD | Matt Lee, Interim Athletic Director  Dr. Robinson, VPI  Matt Lee presented the slides. Discussion:  Hyla: could we look into allowing students who are enrolled in KAD courses to have access to the enterprise part(s) of the building?  Diana T-G: As KAD develops new curriculum to grow back programs, it would be great if they could engage the help of the Curriculum Committee early in the process. [Tammy indicate this would happen immediately].  Julian: He has access to data re KAD offerings across the state and can help with understanding the areas of greatest potential for growth. Also, Kinesiology is eligible to benefit from Strong Workforce Funds. He will begin to attend meetings with KAD.  Diana G: Yoga frequently looks well enrolled. How do you understand that trend?  Matt: Yoga and Pilates seem more accessible. With the new dance studios, our enrollment there should flourish.  Mayra: Could our existing athletes possibly volunteer to come out to the community in their jerseys or as a team? For extra credit? It would really help engage other young people in the community  Matt: Will ask the coaches. Student athletes are full time students who have little time in season, but he will ask. Definitely see a role and the possible benefit.  Mayra: This might help at Redwood High School in particular. |
| Outreach and Recruitment | Mayra Arellano, College Recruiter  Dr. Pérez, VPSS  Dr. Pérez and Mayra presented slides.  Discussion re how we enable more of a “warm hand off from recruitment to college front offices and people:  Jeanne: The Welcome Center (which is open 8 a.m. to 7 p.m.) could do more of this if the counseling appointment check in process could be moved somewhere else – the other side of the building?  Marisol: Promise tracks student level closely to understand where the gap is between application and ultimate enrollment. We find we do need to connect with students often during that gap phase.  Gloria D: Could the warm hand-off be to a group? Promise, EOPS, STEM? Can this happen earlier? For student who don’t initially have a home, we’ll need to make one – general counseling/transfer could be that.  Ruth M: There are drop offs at every point of the matric process: application, orientation, counseling, assessment. We need to monitor students at every step.  James: Students have different needs. Can the recruitment team include more different players to address needs of a variety of kinds? Can we anticipate the challenges students will face and get resources in the field?  Marisol: We do need touch points all along the way. Students coming right from high school are the most straightforward, and it is the other student populations that are harder to reach and monitor. This is the work we are doing in Guided Pathways (everyone should come to the meetings!) – how can we use the Interest Areas to support the “hand off” and the Retention Specialists, Data Coaches, and Success Team structure to play more of a role of ensuring students don’t get lost in the “gap”  Leonor: To James’ point, the time of day (after 3 p.m.) at the high schools can be challenging for resource providers to get there. Could they Zoom in?  Ruth: We often get calls from faculty and staff about students who get lost in the process. Right now A&R and the Welcome Center use Banner to see who is lost and where.  Marisol: Faculty and staff could use training in the matriculation process. Perhaps Retention Specialists could do this?  Hyla: Let’s tie this in with Guided Pathways! Career Ed students might have different issues from others, so the sooner CE faculty and staff can help them, the better.  Manuel: Let’s continue asking and trying to answer these hard questions. Who else is at the front of the [Apple] store? How can we [re] organize the College to be more effective to do this work and make sure students do not get lost? |
| **Moving towards a plan**   * Planning for a January Retreat | Dr. Engel, PRIE  Dr. Robinson, VPI  The Committee identified Friday, January 24, from 11:30 a.m. to 4:00 p.m. as a good time for a “retreat” during which the new SEM Plan will be developed more fully. |
| **ADJOURN** |  |