

**SEM ASK Advisory Committee Meeting – October 20, 2017**  
**Miramar College, San Diego, CA**  
**10:00 am-3:00 pm**

<b>Role</b>	<b>Name</b>	<b>Attended</b>	<b>Not Attended</b>
Advisory Committee	Besikof, Rudy		X
Advisory Committee	Blackwood, Kathy		X
Advisory Committee	Brown, Tamika	X	
Advisory Committee	Carter, Shakerra		X
Advisory Committee	Garrett, Bill	X	
Advisory Committee	Knowles, Deborah	X	
Advisory Committee	Lee, Otto	X	
Advisory Committee	Leong, Tim	X	
Advisory Committee	Martinez, Marvin		X
Advisory Committee	Moberg, Kathleen		X
Advisory Committee	Murphy, Brian	X	
Advisory Committee	Navarette, Lizette		X
Advisory Committee	Richerson, Melissa		X
Advisory Committee	Romero, Tabitha	X	
Advisory Committee	Todd, James	X	
Advisory Committee	Vargas, Salvador	X	
Advisory Committee	Winsome, Thais		X
Project Team Member	Barton, Michelle	X	
Project Team Member	Decker, Joan	X	
Project Team Member	Gerhard, Ron		X
Project Team Member	Guerrero, Sherrie	X	
Project Team Member	Hasson, Cathy	X	
Project Team Member	Justice, Craig		X
Project Team Member	Lopez, Carlos		X
Project Team Member	Patton, Jane	X	
Project Team Member	White, Michelle	X	
CCCCO Sponsor	Tena, Theresa		X
CCCCO	Escajeda, Jackie		X
CCCCO	Ortega, Margaret	X	
CCCCO	Parmelee, Frances	X	
CCCCO	Spano, Jeff	X	
EdInsights/Evaluator	Urbano, Juan		X
IEPI Technical Assistance	Lee, Matthew		X
Interact Communications	Smith, Carrie	X	
RP Group	Davidson, Adore		X
RP Group	Trimble, Brad		X
TTIP South	Bianchi, Rico		X

### **Welcome, Introductions and Overview**

Michelle Barton and Cathy Hasson, SEM ASK Project Team Co-Leaders, welcomed and thanked the group for attending this meeting to discuss resources and tasks for the Strategic Enrollment Management Applied Solution Kit. They noted that during the meeting, the Advisory Committee would be able to weigh-in, provide feedback, and offer guidance on the Core Project Teams planned work for the year.

### **SEM Highlights and Outcomes of Phase I**

To provide context for the ASK resources and task under development, C. Hasson and M. Barton provided an overview of the work completed in Phase I: Discovery. The Co-Leads reviewed the highlights from the systemwide survey, SEM Core Purpose statement and SEM Organizing Framework.

### **Getting the Word Out**

M. Barton discussed the various presentations and meetings where the Core Team has presented the ASK SEM work: IEPI Advisory Committee, ACBO Declining Enrollment, ACCT Leadership Conference, ASK SEM Marketing Taskforce meeting, SEM Advisory Committee, and the RP Group Strengthening Student Success Conference. Scheduled and upcoming meetings, conferences, and/or presentations include reaching out to CCCCIO Executive Committee to review the FTES Primer and presenting at the following conferences: CCLC, CSSO's, 4CSD, CCPRO, and the RP Group. The SEM Academy (planned event for the ASK) and possibly the ASCCC spring plenary were also mentioned.

### **Overview of Planned Work**

C. Hasson provided an overview of the planned work for the upcoming year. This includes creating professional development resource guides with accompanying supplemental materials, initiating a Community of Practices program in SEM, and creating a SEM Academy.

### **Resource Guides & FTES Primer**

Professional development resource guides will be created and include a train the trainer guide with accompanying slide decks and guiding questions to use for training. The resource guides will also refer to supplemental materials and resources and highlight case studies or examples of SEM practices across colleges. The planned topics include:

- SEM Planning and Self -Assessment
- Data Resources to support SEM
- FTES and Budgeting (calculating FTES and CCC Budget)
- Scheduling and Facilities Utilization (Overview of developing and managing the schedule as it relates to SEM - planned to be developed by a current CIO).
- Persistence and Retention
- Success and Completion
- Marketing and Communications

The FTES Primer development and vetting process was explained. The Core Project team is requesting that the CCCCIO executive board, members from ACBO, and the Chancellor's

office review the primer). Core project team members provided a brief overview of each of the resource guides either planned or in development. R. Gerhard described the work he is doing to develop a resource guide that addresses topics requested by the Chancellor's office (e.g., CCSF-320, Schedule C, FON, 50% law).

### **Community of Practice**

M. White explained that the ASK will include a Community of Practice (CoP) in SEM. A request for submitting promising practices was sent to listserves. The CoP will provide the opportunity to share methods and build a network of SEM practitioners in the California community colleges. Due to time constraints, Michelle W. will email the document to the committee.

### **SEM Institutional Self-Assessment Simulation**

The Advisory Committee participated in a simulation of the SEM Self-Assessment tool which is being created as a supplemental resource for the SEM Planning Guide. The SEM Self-Assessment tool follows the SEM Organizing Framework. It is intended to prompt college dialogue and discussion about SEM. College can use the tools to identify strengths and areas of opportunity for improvement in SEM.

Working in groups, the Committee engaged with the tool as they would on a college campus. During the debrief, the Committee provided suggestions for improving the self-assessment as well as identifying some "big picture" topics such as the role leaders play and their understanding of what SEM truly is (i.e., the "strategic" component of SEM). The Committee also noted that the facilitator of the self-assessment tool needs to have some SEM knowledge or perspective.

### **SEM Academy Planning**

Michelle B. introduced the concept of a SEM Academy and the Committee provided feedback and guidance on what SEM Academy would look like. The Committee recommended designing the Academy in a manner that would require sustained participation of college teams over time. J. Spano from the Chancellor's office offered support to plan the academy and requested planning efforts begin as soon as possible.

### **Comments and Suggestions**

Throughout the day, the SEM Advisory Committee members offered many suggestions for the Core Project Team to consider as they build out resources for the ASK. Some of the suggestions are bulleted below:

- Counselors play a significant role in SEM. Need to engage them. Even a small focus group to address questions such as "What is their role in SEM?" "Where are their obstacles?" "What strategic communication strategies do they employ when working with students that are related to SEM?"
- Leadership support in SEM is important. Resources need to be created to help CEOs and Trustees understand the "strategy" component of SEM.

- New legislation that comes with performance-based funding emphasizes the need to ensure that SEM continues to address the entire student experience and supports student completion.
- Resources should consider strategies for optimizing enrollments as provided by the legislature (e.g., concurrent and dual enrollment).
- Time to degree continues to be a topic that should be addressed.
- Consider how SEM integrates with other initiatives (SSS, Guided Pathways, and Promise Programs). Make the connections explicit.
- Peralta's solution to student debt could serve as a case for our Community of Practice.
- Consider additional small group engagements across constituent groups.
- Consider a tool for the SEM ASK - "What is your role in SEM?" Could be part of the Academy.
- Theme throughout the meeting which should be reflected in the ASK is that SEM is everybody's job. Find a way to show it really is about success - not just enrollment numbers. Also, a gap exists in educating faculty about scheduling.
- Strategies for success/retention include helping classroom faculty look beyond classroom and into the program. Provide support to help them learn who is in their programs, not just their classes. (Guided Pathways work.)
- What is the research on the impact and effectiveness of faculty advising? Are there effective models that could be shared?
- Need to articulate the difference between Enrollment Management (EM) and Strategic Enrollment Management (SEM).
- Consider adding a budget/resource allocation component to the SEM Planning resources.

### **Wrap Up and Next Steps**

The SEM Project Team will review all information gathered from today's meeting, continue work on products, and the Committee will meet again in early spring.