

SBVC
Enrollment Management &
Student Equity

April 26, 2016
1:00-2:30 p.m.
AD/SS 102C

AGENDA

San Bernardino Valley College maintains a culture of continuous improvement and a commitment to provide high-quality education, innovative instruction, and services to a diverse community of learners. Its mission is to prepare students for transfer to four-year universities, to enter the workforce by earning applied degrees and certificates, to foster economic growth and global competitiveness through workforce development, and to improve the quality of life in the Inland Empire and beyond.

Members:

Student Services Mission: To provide a system of support services that enhances student success and achievement of educational goals.

	A	P		A	P
Paul Bratulin			Dr. Haragewen Kinde		
Stephanie Briggs			Dr. Criag Luke, Sr.		
Keynesia Buffong			Joseph Nguyen		
Raymond Carlos			Dr. Ricky Shabazz		
Yancie Carter			Dr. James Smith		
Johnny Conley			Mary Valdemar – Senate		
Marco Cota			Raquel Villa – CSEA		
April Dale-Carter			Dr. Kathryn Weiss		
Amber Gallagher			Carol Wells		
Keenan Giles			Chris Williams		
Ron Hastings			Clyde Williams		
Henry Hua			Shari Blackwell		
Aber Israeil					

TOPIC	DISCUSSION	FURTHER ACTION
1. Review College Recruitment Video		
2. Promotion of Summer – Register Now T-Shirts		
3. Review EM Timeline		
4. Changes to BOGW		
5. Recap of Senior Day		
6. Counselor/Career Tech Conference		
7. End of the Year Activities		
8. Review Draft Student Equity Budget		
9. Adjournment		

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MINUTES

Members:

Student Services Mission: To provide a system of support services that enhances student success and achievement of educational goals.

	A	P		A	P
Paul Bratulin	X		Dr. Haragewen Kinde	X	
Stephanie Briggs		X	Dr. Craig Luke, Sr.	X	
Keynesia Buffong		X	Joseph Nguyen		X
Raymond Carlos		X	Dr. Ricky Shabazz		X
Yancie Carter		X	Dr. James Smith	X	
Johnny Conley	X		Mary Valdemar - Senate	X	
Marco Cota	X		Raquel Villa – CSEA		X
April Dale-Carter		X	Dr. Kathryn Weiss	X	
Amber Gallagher		X	Carol Wells	X	
Keenan Giles		X	Chris Williams		X
Ron Hastings		X	Clyde Williams	X	
Henry Hua	X		Shari Blackwell		X
Aber Israeil	X				

TOPIC	DISCUSSION	FURTHER ACTION
1. Review College Recruitment Video	<p>Dr. Shabazz thanked that staff members who arrived on time.</p> <p>Meeting began at 1:07 p.m. Dr. Shabazz presented the Enrollment video for students.</p>	<p>Dr. Shabazz shared the video with the Enrollment Management Committee members and stated that the students in the video are actual San Bernardino Valley College students. We are still trying to decide how to use the video but it has currently been posted on Facebook. The video was originally a pilot and anything we produce needs to be ADA compliant. We need to address things that go with the compliancy. We plan to play the video in local theatres and can purchase spots prior to the movie beginning. In a 24 hour time period, 1,200 people have looked at it the video. Dr. Shabazz is impressed with Paul Bratulin’s creativity but when adding ADA compliant information it adds cost to the project. We would like the content of the video to focus on areas that Valley is more known for. A suggestion was made that a “click here to register” could be put at the end of the video. The video will be embedded in the online orientation. It was also be shown at the lunch and dinner with the VP event tomorrow.</p>
2. Promotion of Summer – Register Now T-Shirts	<p>Dr. Shabazz gave an update on the registration promotion.</p>	<p>Dr. Shabazz stated that Raymond Carlos brought some t-shirts of for the registration promotion. Raymond handed out to staff members in attendance. We are looking for ways to promote summer and fall registration. 1,000 shirts were ordered for every employee on campus plus extras to give away. We were looking for dates and times to show school pride and came up with May 4th.</p>

		<p>We will be presenting to Academic Senate and handing out to get support. Once it has been approved, we will distribute to all of the Dean's and faculty chairs, etc. with the hope of having everyone wear their shirts on May 9th. An email will go out to everyone from Paul Bratulin. Dr. Shabazz shared that we can also wear our t-shirts on casual Friday's and he plans to give away 40 t-shirts at lunch and dinner with VP. Amber Gallagher stated that she wore the t-shirt yesterday and there were a lot of people interested in receiving the t-shirt when they saw it. Dr. Shabazz stated that t-shirts would also be given out to student workers and given out at events. Other students will inquire about our campus if they see someone else with a t-shirt on. There will also be an e-mail being sent out regarding a group shot in the Greek Theatre with the t-shirts.</p> <p>Dr. Shabazz reported that a campus wide announcement will be coming out of the marketing department. We hope the announcement will encourage employees to wear the t-shirts off campus as well. Our most captive audience are students to register for summer and students that are already here. In addition to wearing for shirt, Dr. Shabazz asked the committee members to please speak to students to see if they have registered for summer classes.</p> <p>Dr. Shabazz shared that our current systems do not talk to each other. We need to find out what needs to be done so that the systems can talk to each other in the future. We are currently having discussions at the DAWG meeting and at the cabinet level. We need to be able to convince all groups such as SBVC, Crafton, DAWG and district of using the same approach. We are a client driven institution, if students don't come, we don't have an institution.</p>
<p>3. Review EM Timeline</p>	<p>Dr. Shabazz reported that April Dale-Carter was asked to run a list of students in priority A and B who have not registered.</p>	<p>Dr. Shabazz stated that looking at the FTES, a lot of students have not yet registered. We want to look at data and see how many students from various groups and those that have priority registration are actually registering using the priority registration. Our FTES number has changed. Our current number is 10,500. Our FTES</p>

		<p>For summer is 585. We are trending at about 300+ and still need about 300 FTES. We are trending low based on this year to last year. Dr. Shabazz stated that we need to follow-up with students to make sure that they register. The e-mail campaigns and post cards have not been mailed out yet. They were supposed to have gone out last week. The timeline is critical to make sure that things are being done.</p>
<p>4. Changes to BOGW</p>	<p>Dr. Shabazz shared information about changes to the BOGW.</p>	<p>Dr. Shabazz presented information cabinet today about events trending on another community college web site. Dr. Shabazz then showed the committee members what is trending on our web site, which shows only two events that are scrolling. Our President saw the same thing we all see which is the limited amount of flash items scrolling on our web page. This is the job of the marketing director, however this is a one man operation. These are some of the things that are keeping us from being out in front of the community. When someone wants to learn about our college, they go to our web site to get information. We need to put up announcements in the student portal. Dr. Shabazz stated that SBVC is ranked in the top five according to our Facebook market and this includes the 4-year universities.</p> <p>Dr. Shabazz asked Chris Williams and Joseph Nguyen to reproduce the BOGW flyer for SBVC. Chris stated that everything is pretty much up to date but has not sent to the flyer to Amber Gallagher as of yet. There were changes made to our label on the brochure. Currently there is an issue with the color. Chris stated that there is already a BOG flyer for workshops from Yancie with the updates. Dr. Shabazz asked that the three of meet with Amber to review the flyer as this is Title 5, BOG waiver issue and we need Amber to review and sign off on them. Dr. Shabazz stated that he feels students are in denial about this. We are anticipating the biggest number of students showing up in the Fall 2016 saying the don't qualify because they have not maintained satisfactory academic progress.</p> <p>April Dale-Carter discussed the appeal process for the scholastic standards committee. Dr. Shabazz stated that</p>

		<p>students will start showing up in his office. When they do, they do not tell the whole story, etc. Students will lose the BOG as well as their priority registration. Students have to go to probation 1 and move to probation 2 and then to dismissal. If they are on probation 2 now and do not meet their requirements they will be automatically put on dismissal and lose the BOG and priority registration. We are expecting tht this will impact somewhere between 500 and 1,000 students.</p>
<p>5. Recap of Senior Day</p>	<p>Dr. Shabazz shared that the Senior Day workshops went well and was very impressed.</p>	<p>Dr. Shabazz reported that most of the students were from Colton High School. There were a lot of questions about Outreach and statements that we should be doing this and that. However, Outrach is a one man operation and we are doing all the things that people suggest.</p> <p>Dr. Shabazz stated that Senior Day is done annually and brings 500-800 students to our campus. Our Outreach department doesn't get the level of credit that they desereve with the level of resources we give them. There is only one man and an \$8,000 budget. We have to ask questions such as "who is going to pay for postage, stuff envelopes and write letters?" Our process is not funded for that. What we are doing are site visits and having schools visit SBVC, and it works. There were 150 high school students from Fontana on campus today. Dr. Shabazz stated that Enrollment Management is not an Outreach issue, it is a marketing issue.</p>
<p>6. Counselor/Career Tech Conference</p>	<p>Dr. Shabazz shared that this Friday is the Career and Counselor Tech Conference. Showcase the campus to them.</p>	<p>The event will be in B-100 between 8 a.m. and 12 p.m.</p>
<p>7. End of the Year Activities</p>	<p>Dr. Shabazz reviewed the end of the year activities, with exception of counselor/career tech conference.</p>	<p>Dr. Shabazz reported that Financial Aid will have In n Out Burger on Campus for their event.</p>
<p>8. Review Draft Student Equity Budget</p>	<p>Dr. Shabazz reviewed the draft of the Student Equity Budget with the committee.</p>	<p>Dr. Shabazz stated that we need to approve the Student Equity Budget in the next meeting. SBVC received \$1.3M in Student Equity funding. There is a carrying forward of about \$400K. In the first column are proposed items.</p> <p>Dr. Shabazz shared that First Year Experience (FYE) includes Valley Bound, Dreamers and all of those services under Johnny Conley at \$850K. There are also other areas</p>

		<p>proposed to be funded. Dr. Shabazz stated that the Instruction Colleagues were not aware that Student Success was funding all of these Instructional Items. There are a lot of programs that are in support of Instruction. We have funded the Student Success Center, which was \$200K.</p> <p>The STEM/HSI Grant ends this year. Tutoring is important component for our Student Success Center. \$250K of this budget is going to the Student Success Center and the Writing Center. Historically Black Colleges and Universities (HBCU) is a black college tour for about 25 students. We will be sending the same number of students to participate in HACU in San Antonio. We are supporting pre-existing programs and interventions as well as supporting new interventions. There are also Professional Development opportunities in here for staff to go to trainings. Student Equity has to be spent on population disproportionately impacted students. We will be meeting with Marc Donnhausere and Henry Hua about building off of the student services Happy Hour and doing some kind of happy hour in the Student Success center with music to draw in males to the center. This needs to be put on the agenda for the next meeting and then we need to vote to approve the budget.</p> <p>The committee reviewed the April activity on the Enrollment Management Timeline and what has and has not been done. We will put something together with constant contact regarding who registers and never enrolls in a class. Those numbers are amazing. Paul Bratulin is working on the Marquee. Clyde Williams and JT have outreach locations throughout the community where they are going to come in contact with community. We are going to ask faculty to promote summer classes in May.</p> <p>Dr. Shabazz stated that the sub-committee who is working with Dr. Smith will continue to meet.</p>
9. Adjournment	Meeting adjourned at 2:18 p.m.	