

SBVC

Enrollment Management & Student Equity

October 23, 2018

1:00-2:30 p.m.

Instruction Conference Room

MINUTES

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:

	A	P		A	P
Eleanor Baylon – Student Rep			Kathy Kafela		
Yvonne Beebe			Dr. Terry Long		
Mary Bradley			Joshua Milligan		
Paul Bratulin			Ernesto Nery		
Dr. Stephanie Briggs			Joseph Nguyen		
Keynasia Buffong			Patty Quach		
Raymond Carlos			Maria Del Carmen Rodriguez		
Yancie Carter			Dr. James Smith		
Marco Cota			Dr. Scott Thayer		
April Dale-Carter			Mary Valdemar - Senate		
Christie Gabriel-Millette			Raquel Villa - CSEA		
Keenan Giles			Dr. Kathryn Weiss		
Alicia Hallex			Sharaf Williams		
Ron Hastings					
Alfonso Hernandez					
Cindy Huerta					
Heather Johnson					

TOPIC	DISCUSSION	FURTHER ACTION
1. Minutes for Review		
2. Registration Raffle	Photo taken with committee and winners of the raffle: Dennise Huape-MacBook; Elysia Politano-iPad; Marvin Spencer-iPad	Paul has the photo
3. Enrollment Update	Provide committee with EIS snapshot comparison (October 23, 2018 v. October 24, 2017) <ul style="list-style-type: none"> The new daily enrollment report will be completed by the end of the month; research is viewing the final 	

3. Enrollment Update		
4. Enrollment Infographics		
5. Strategic Enrollment Management Resources <ul style="list-style-type: none"> • Data Tools and Metrics for Strategic Enrollment Mgmt • Calculating and Understanding FTES and Productivity • High Impact Retention, Persistence, and Success Practices for SEM 		
6. Learning Communities-Linking Programs for Success		
7. Other		
8. Adjourn		

	<p>version prior to the release of the new report</p> <ul style="list-style-type: none"> Discussed the number of site licenses that the district has available for staff (Jeremiah is the contact person) 	
4. Enrollment Infographics	The draft infographic was presented for review and edits; Paul will take the recommendations and work with Research to have the correct data imported into the infographic; the group like the infographic.	
5. Learning Communities-Linking Programs for Success	Dr. Weiss gave an update on AB705 (English); Dr. Briggs gave an update on AB705 (Math); recommended placement for English and Math classes.	
6. Adjourn		

Do you receive financial support for college?

- 42-70% — yes

Your age?

- 37% — 16-20 years old
- 28% — 21-25 years old

I am:

- 58-64% "A continuing student from a previous semester"
- 22-38% "A first time student"

What's the best recruitment strategy for people your age?

- 40-50% said "College rep visits to high school"
- 12-22% said "Work/employer encouragement"

How often do you recommend San Bernardino Valley College to friends?

- 22-25% said "Frequently"
- 32-35% said "Sometimes"

Before you chose to attend SBVC, how did the college engage with you?

- 20-60% said "Through YouTube"
- 18 – 55% said "By text"
- 20-50% said "By social media"
- 18-50% said "A phone call"

Retention

Did SBVC encourage you to stay?

- 80-83% — Yes
- 18-20% — No

If you got encouragement/support to stay, from whom did you receive this encouragement?

- 65-67% said "A teacher"
- 58% said "My family"
- 28-30% said "A campus poster"
- 28-30% said "My advisor"

How would you like SBCC to encourage you to stay?

- 74-76% — email
- 51-54% — from instructor
- 50-53% — a campus poster
- 30-32% — direct mail

How effective was the encouragement you received from the college?

- 15-17% — Very Effective
- 23-28% — Effective
- 33-38% — Somewhat

What would cause you to leave SBCC?

- 15-65% — Childcare issues
- 19-50% — Work issues
- 20-42% — Family issues

Demographics

How many hours a week do you work while in school?

- 30-45% — none
- 15-20% — 11-20 hours

What do you do most on social media?

- 30% watch videos
- 16% keep up with friends and family
- 14% contact friends and family
- 15% waste time or see current events

Do you pay attention to Social Media Ads?

- 23-31% said "Never"
- 23-30% said "Rarely"
- 22% said "Sometimes"

Do you click on Social Media ads?

- 46-50% said "Never"
- 23-30% said "Very Rarely"

Should the school/teachers communicate with you on social media

- 38-42% said "It's OK"
- 16-18% said "I hate it"

What way(s) are you most likely to use to connect with college services?

- 40% said "Through the student portal"

Importance of the College Website

How important is the college website for communication?

- 15-23% said it contributed to their decision to apply
- 12-15% said they made judgements about what colleges to apply to based on their websites
- 8-15% visited the SBVC website before deciding to enroll

Which website feature is most effective?

- 20-42% said "Where to go to for fun" (social places, hangouts, athletic events, etc.)
- 10% said "A customizable student portal"

What content/services do you like?

- 10% said "live chat"
- 8% said "Online advising"
- 7% said "Seeing videos of every program"

Image and recruitment

Where have you recently seen an ad for San Bernardino Community College?

- 76-80% said "On campus"
- 52-58% said "Through email"
- 45-60% said "At my high school"
- 55% said "Online"

If you were a potential student, which recruitment approach would be impactful?

- 40% said "On campus visits and tours"
- 27-29% said "College website"
- 10-15% said "Local high school recruitment"

What is your expected speed of telephone inquiry response?

- 51-52% said "Same day"
- 25-24% said "Next day"

College Communications

Preferred college information source

- 50% preferred college email
- 25% preferred personal email or text message

College email

- 30-60%
- 40% preferred the student portal

Favorite source for public college information

- 31-45% get this information from student portal announcements
- 28-32% get this information from posters and fliers around campus
- 16-18% get this information from social media posts

Thoughts about text messaging

- 45% say it's OK for emergency/security announcements
- 50% say it's OK for school closure announcements
- 20% say it's OK for getting important dates and information from teachers

Social Media

Top social networks

- 40% enjoy YouTube
- 30% enjoy Instagram
- 25% enjoy SnapChat
- 22% enjoy Facebook

Top social media network sites

- 22% go to Instagram
- 21% go to YouTube
- 17% go to SnapChat
- 14% go to Twitter

How much time do you spend on Social Media per day?

- 32% said "Three to four hours"
- 20-28% said "five to six hours"

What time(s) of day do you usually use social media?

- 32-35% said "from 9:00 PM to Midnight"
- 25-31% said "6:00 to 9:00 PM"

How do you update social media?

- 89-91% on a smart phone
- 10-12% on a home computer

Daily local news

- 55-59% never look at online local news
- 16-18% seldom look at online local news

Local or Regional Magazines

- 79-85% never read local or regional magazines
- 10-12% seldom read local or regional magazines

Communication Access

Access

- 22 – 34% have broadband access
- 23 – 29% have Satellite access

Smart Phones

- 97-98% have smart phones

Email and Internet Access

- 97-98% have Internet access

Landline phones

- 38-41% have landline phones at home

Number of email accounts

- 37-39% have 3 email accounts
- 25-29% have 2 email accounts

Access printed QR Codes

- 68% never access printed QR codes
- 17-18% seldom access printed QR codes

How often do you access their primary email account?

- 31-38% said "Constantly"
- 25-28% said "Frequently"
- 22-30% said "Occasionally"

How do you read college-related emails?

- 40% said "Read and save"
- 50% said "Read and delete"

What is your expected speed of email inquiry response?

- 36-38% said "same day"
- 27-28% said "next day"

What is your expected speed of website inquiry response?

- 28-31% said "Same day"
- 25-28? Said "Next day"

TV signal source

- 58% watch streaming television
- 17% watch cable television

Streaming source

- 57 – 62% watch TV on Netflix
- 28% watch TV on YouTube

Handling Commercials

- 15% Watch them and enjoy them or leave the room (equally)
- 30% Watch them sometimes
- 28% Skip them (slightly fewer)

TV content

- 52 – 62% never watch local news
- 12% watch news in the early morning

National News

- 23% watch CNN
- 21% watch Fox News
- 18% watch CNBC

Online TV News

- 60-78% watch less than one hour per day
- 18-23% watch between 1-2 hours per day
- 22% watch Google News
- 20% watch BuzzFeed

Broadcast News

- 45-70% never watch broadcast news
- 18-22% watch less than 1 hour per day

Cable Television Favorites

- Favorites appeared to include FX, Cartoon Network and Disney Channel

Newspapers

Daily papers

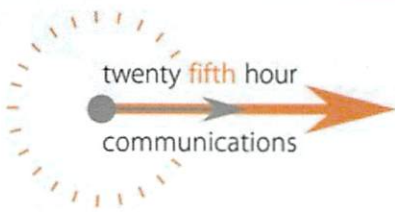
- 74-79% never read a daily paper
- 10-14% seldom read a daily paper

Weekly papers

- 78-80% never read a weekly paper
- 12-14% seldom read a weekly paper

Daily Online National News

- 64-68% never look at online national news
- 12-18% seldom look at online national news



San Bernardino Valley College Student Survey Summary

Assumption:

- The target audience for marketing are prospective students from 16 – 25 years old (by far the largest age group range currently attending SBVC)

Notes/Limitations:

- Only relevant/significant survey findings were reviewed and reported here
- The survey didn't list any specific radio stations, so no specific radio stations can be suggested, only a specific genre of music
- No specific television or cable TV shows or programs were listed, so no specific stations or programs can be suggested.
- Percentages in this report are only approximations as the survey report only listed percentages in increments of 10, or 20, with data bars landing in between, so estimations had to be made.

Radio:

Music source

- 45% listen to music on their personal device; Spotify, iHeart Radio, and Pandora
- 31% listen to music via internet streaming
- 20% listen to music from local radio stations

Listening times

- 45% listen to music Monday morning between 6:00 and 9:00 AM
- 31% listen to music Monday through Friday 9:00 AM to noon
- Lower radio listening rates were given later in the day and into the weekend

Musical Genres

- 30% listen to Hip-hop/R&B
- 22% listen to Pop
- 10% listen to Rock

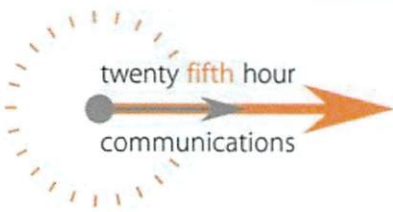
Streaming Source

- 42% Spotify
- 20% Pandora

Television:

Viewing times

- 41% watch TV primarily between 6:00 and 9:00 PM
- 36% watch TV primarily between 6:00 and 9:00 AM



**San Bernardino Valley College
Spring 2019 Enrollment Campaign**

Plan Details:

Promote enrollment and registration for San Bernardino Valley College spring 2019 semester.

Messaging:

- Spring 2019 Schedule is Now Available!
- Registration is now open (November 1)!
- Holiday messaging- students may enroll, pay fees, buy books even when the college is closed for the holidays
- January- New Year, resolve to get your degree messaging
- Add messaging to promote program specific needs
- Add messaging to promote Student Services available
- Add messaging to promote Financial Aid offerings

Paid Advertising (Proposed): TOTAL \$115,000

	Spring 2019	10/25	11/1	11/15	12/1	12/10	12/15	1/1	1/9
Internet Radio (Pandora, Spotify and radio.com)	\$10,000.00	10/25-12/15							
OTT- TV Streaming Capabilities	\$10,000.00	11/1-1/1							
TV- Cable	\$7,500.00	11/15-1/1							
Local Radio	\$7,500.00	11/1-12/1							
Newspaper	\$8,500.00	12/1							
Mobile Ads/Mailer	\$10,500.00	11/1-1/9							
Facebook/Instagram (video ads included)	\$7,000.00	11/15-1/9							
Google SEO	\$7,500.00	11/15-1/9							
YouTube	\$3,500.00	12/1-1/1							
Social (SnapChat, LinkedIn)	\$3,500.00	12/1-1/1							
Outdoor (Signs, Banners and Buses)	\$18,000.00	10/25-1/1							
Mail Advertising	\$6,000.00	11/1-1/1							
Movie Theater	\$6,000.00	11/15-1/19							
Promotional Items/Event Promotion/Yearbook Sponsorship	\$9,500.00	as needed							
Email Marketing	\$0.00	11/1, 12/10, 12/18							
Facebook Live	\$0.00	11/6, 12/7							
	\$115,000.00								

Timeline/Deadlines:

- Landing Page for digital advertising w/College names and logos – live links to college websites - live by 11/1
- Radio script and Newspaper Ads to SBVC for review by 10/15, 25th Hour will design and place media.
- FB ads designed, and campaign built and managed by 25th Hour 10/15
- Google campaign built and managed by 25th Hour 11/1-first day of classes
- Mobile Ad/Mailer Campaign built and managed by 25th Hour 11/1-first day of classes

Mobile Ad/Mobile Mailer Info:

25th Hour has the capability to geo target by zip code and target users with mobile ads, and if they click on the ad and land on the landing page from that ad, it will trigger a follow-up postcard to the mailing address associated with that mobile device’s ID. We also can pick numerous pages on the existing webpage that when landed upon will trigger a mailer. The card shows up within 3-5 days of them landing on the page. The postcard will have call to action and urge them to revisit the colleges website to apply or get more info about the college. This cost is included in the campaign budget with a not to exceed so once the budget is met the mailers will stop.



SPRING 2019 CAMPAIGN PROPOSAL

October 22, 2018

CAMPAIGN BUDGET TOTAL: \$140,000

DIGITAL ADVERTISING: \$73,000

- \$14,000 - SOCIAL MEDIA (NOV-JAN): FACEBOOK, INSTAGRAM, TWITTER, SNAPCHAT, GOOGLE+, LINKEDIN
- \$10,500 - MOBILE + MAILER SERVICE (NOV-JAN)
- \$10,000 - STREAMING TV (NOV-JAN): YOUTUBE
- \$10,000 - INTERNET RADIO (NOV-JAN): PANDORA, SPOTIFY
- \$7,500 - CABLE TV (NOV-JAN): CHARTER CABLE, KVCR-TV
- \$7,500 - LOCAL RADIO (NOV-DEC): KGGI, KLYY, KOLA, KFRG, KVCR
- \$7,500 - SEARCH ENGINE (NOV-JAN)
- \$6,000 - MOVIE THEATER (NOV-JAN)

OUTDOOR ADVERTISING: \$24,000

- \$18,000 - BUSES, SIGNS, BANNERS (NOV-JAN)
- \$6,000 - MALL (NOV-JAN)

PRINT ADVERTISING: \$18,000

- \$9,500 - MAGAZINE (NOV-DEC)
- \$8,500 - NEWSPAPER (DEC)

STAFF SUPPORT: \$25,000

CAMPUS MEDIA SUPPORT

- \$25,000 - SUPPORT FOR DISTRICT PRINTING, ON-CAMPUS SIGNAGE INSTALLATION, MATERIALS DISTRIBUTION

✓ 15 to Finish → promotion
Street Team
Call Center / Phone Bank
Phone Tree
✓ Yard Signs

SBVC Basic Skills Proposal Rubric 2017-2018

Project Name:

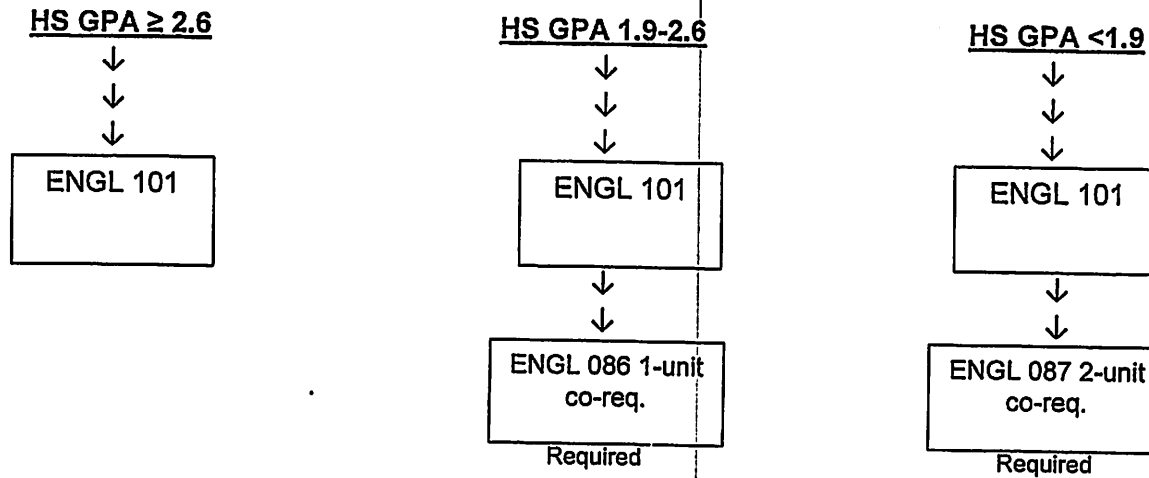
Reviewer's Name:

Score: _____ / 24 pts

Reviewer: Circle the response that most accurately describes the criterion being evaluated. When finished, add the individual scores and fill in the final score at the top of the page.

Does the proposed project/activity...?	4	3	1	0
1. Address the needs of the basic skills population featuring a high degree of student engagement and/or depth of involvement?	The proposal clearly and comprehensively addresses the needs of and benefits to basic skills students and features a high degree of student engagement and/or depth of involvement.	The proposal adequately addresses the needs of and benefits to basic skills students and features a moderate degree of student engagement and/or depth of involvement.	The proposal somewhat addresses the needs of and benefits to basic skills students and features a low degree of student engagement and/or depth of involvement.	The proposal provides no explanation of the needs of and benefits to basic skills students and does not feature student engagement and/or depth of involvement.
2. Align with one or more basic skills goals or activities?	The proposal is directly aligned with more than one of the BSC goals.	The proposal is aligned with one of the BSC goals.	The proposal is somewhat aligned with one of the BSC goals.	The proposal is not aligned with one of the BSC goals.
3. Have defined/demonstrated measurable success outcomes or a plan for improvement where applicable (based on previous year's data)?	The proposal has clearly defined/demonstrated measurable success outcomes, or a plan for improvement.	The proposal has adequately defined/demonstrated measurable success outcomes, or a plan for improvement.	The proposal has somewhat clearly defined/demonstrated measurable success outcomes, or a plan for improvement.	The proposal has no defined/demonstrated measurable success outcomes, or a plan for improvement.
4. Impact or have the potential to impact large numbers of students?	The proposal impacts or has the potential to directly impact over a thousand basic skills students.	The proposal impacts or has the potential to directly impact more than a hundred basic skills students.	The proposal impacts or has the potential to directly impact fewer than one hundred basic skills students.	The proposal does not have the potential to directly impact basic skills students.
5. Address disproportionate impact and the needs of traditionally disadvantaged students?	The proposal directly addresses disproportionate impact and the needs of traditionally disadvantaged students.	The proposal addresses disproportionate impact and the needs of traditionally disadvantaged students.	The proposal indirectly addresses disproportionate impact and the needs of traditionally disadvantaged students.	The proposal does not address disproportionate impact and the needs of traditionally disadvantaged students.
6. Budget fall within expenditure guidelines and provide evidence that the project is cost effective/economical?	The proposal falls within budget guidelines and is clearly cost effective/economical.	The proposal falls within budget guidelines and is adequately cost effective/economical.	The proposal falls within budget guidelines and is somewhat cost effective/economical.	The proposal does not fall within budget guidelines and is not cost effective/economical.

Recommended Placement for SBVC English Classes



High School Performance Metric for English	Recommended Placement for English
HSGPA ≥ 2.6 Self-reported high school GPA	Transfer-Level English Composition No additional academic or concurrent support required
HSGPA 1.9 - 2.6 Self-reported high school GPA	Transfer-Level English Composition Additional academic concurrent support ENGL 086 is required .
HSGPA < 1.9 Self-reported high school GPA	Transfer-Level English Composition Additional academic concurrent support ENGL 087 is required .

Math 962
(Arithmetic and
Prealgebra)

Note: Students are recommended to take
Math 096 if their GPA is 2.0 or below.
Otherwise recommend they take Math 095.
STEM route students are encourage to take
Math 096.

Note: Math 601 can be used in
place of Math 095 or M096

Math 095
(Intermediate Algebra)
or
Math 096
(Beginning Algebra and
Intermediate Algebra)

Math 601
ALEKS/PPL
(non-credit)

