SBVC Enrollment Management & Student Equity	January 26, 2021 1:00-2:00 p.m. Zoom Conference Room	MINTUES
	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:

Name	A	P	Name	A	P
Dr. Scott Thayer		X	Joseph Nguyen		X
Dr. Dina Humble		X	Justine Plemons		X
Dr. James Smith	X		Kyle Stroud		X
Marco Cota		X	Larry Brunson	X	
Brittany Hind		X	Mary Valdemar (Senate)	X	
Carmen Rodriguez		X	Paul Bratulin		X
Dr. Stephanie Lewis	X		Pete Gonzalez		X
Patty Quach		X	Dr. Raymond Carlos		X
Deja Holland (ASG)	X		Ron Hastings	X	
Alicia Hallex	X		Sam Trejo	X	
April Dale-Carter		X	Sharaf Williams	X	
Ariel Davis	X		Tammy Vu		X
Christie Gabriel-Millette (CSEA)		X	Ty Simpson	X	
Joanne Hinojosa		X	Yvonne Beebe		X

TOPIC	DISCUSSION	FURTHER ACTION

1. Enrollment Update	• Impacts to enrollment (not limited to):
	  o COVID
	  o Online classes – dislike of online learning
	  o Lack of computer literacy
	  o Technology issues
	  o Job loss
	  o Poor communication – students unsure of how to contact our offices
	  o Difficulty getting e-books
	  o Finances
	  o Too many chats to check - canvas, email, etc.
	EIS Snapshot sheet.
	
	• 2,700 less students – 870 less FTES.
	• Currently at 3,975.
	• Overall majority of classes are online.
	• We want to continue to learn and improve.	

	- Community Colleges have seen a 20% decrease throughout. - Affluent areas are being hit less dramatically and have seen growth like the bay area. - University attendance hasn't been hit dramatically. - What is the number of how many hotspots and Chromebooks that have been loaned out to students? Over 1,200 laptops and about 400 hotspots. We still have those resources for students to check them out and pick them up from the library.	
2. Student Equity Update	- Nothing to report.	
3. SBCCD Promise Update	- Students are getting situated in the semester. They're picking up books, making sure they're getting their classes, and setting up their counseling appointments. - There is a joint taskforce with Crafton who is looking at Promise information and Promise data to complete an assessment or analysis. - Cohort 1 is on its fourth full semester.	
4. Marketing Update	Paul shared his screen and provided update on Spring 2020 campaign. - Impression counts were significantly lower than anticipated – half of what was initially proposed. - 1.8 million people were reached. - Facebook was biggest impression, followed by Instagram and YouTube. - OTT Data should be available next time.	

	- Wolverine ad did better than any other campaign/content put out there in this campaign. - Trend towards personalization and obtaining information immediately from students. - In the past, there was concern on turning students away by asking too much upfront. - We would like to be effective on knowing who is visiting our website. - Dev.valleycollege.edu - Marketing is trying to figure out a way to try to gather information without turning them away. - TESS and marketing have been working on it. - The goal is to have warm leads in lieu of cold leads to allow follow up. What type of follow up do you envision? That's for us to have the discussion and build out through the committee. Suggestion: Maybe a question in a dropdown menu about what they're interested in to get started, whether they're interested in a two-year degree or certificate. The goal is to try and fill in blind indicators of visitors to the website but not following through with registration. - On the topic of Blue, the mascot. In order to make Blue look "cute" we have 3 new animations we would like a vote on. 2 seems to be the winner. Question on the Dev.valleycollege.com website:	

	Mapping students from CCC Apply to counseling, assessment, and all those steps? Yes, TESS has been working on it. Suggestion to create a Canvas how-to-navigate video series.	
5. Work Group Updates/Status	•	
6. Retention Update	• Text messages were sent out to two audiences: Students who applied but did not register and students who were registered but did not reregister for courses. • Data will be made available next meeting. • We are able to see who clicked on what to follow up. • Retention is working with a site where if a student text's a keyword, e.g., hunger, counseling, tutoring, etc., they will receive a link back with information.	
7. Communication • AB705 meeting – Counseling and Math i. Establish regular meetings (few times throughout semester) • Best communication policy on recommended math courses – contact math chair	• Tabled for next meeting.	
8. Enrollment Management Plan feedback and approval	• Map Activities to align with areas of focus (tabled for 02/09/21 meeting)	Committee members asked to review the current Enrollment Management and Student Equity Plan for future discussion of plan updates and revisions.

9. Other	Update Provided by Joseph:	
	• There have been approximately 7,000 clicks on newsletter. • February's newsletter is going out Friday. • Virtual Welcome Center is on the main Valley College webpage using Cranium Café. • Any student, with or without student ID number, is able to speak to our available student ambassadors. • Approximately 200+ students have visited the Virtual Welcome Center with many new and many returning visitors.	

Additional Information: