

SBVC
**Enrollment Management &
 Student Equity**

September 28, 2021
 1:00-2:00 p.m.
 Zoom 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
Olivia Rosas, Interim VPSS		X	Joseph Nguyen		X
Dr. Dina Humble		X	Justine Plemons		X
Joanna Oxendine		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
Miguel Ortiz	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
Abena Weber		X			

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 9/14/2021 Minutes.	Stephanie Lewis moved; Carmen Rodriguez seconded. Motion to approve the Minutes as written passed.	
2. Enrollment Update	<p>Late start classes began a week or so ago and we hope for a few more enrolled students. Fall 2021 has 10,197 students enrolled and 3,590 FTE's. Compared to a year ago, we are still down significantly but this is an enrollment trend across the nation.</p> <p>We are getting ready to disburse the third round of the CARES Act funds by November 1 and need to accurately identify students.</p> <p>Phone bank for fall was conducted by Carmen Rodriguez and Marco Cota and will continue for the spring but after Priority Registration has ended on November 18 to capture the students who have not registered yet for spring.</p>	<p>We are still in the process of gathering information to provide the most accurate numbers.</p> <p>Working with District Computing Services to make sure calling list is accurate.</p>

<p>3. Spring Registration - 2022</p>	<p>Priority Registration begins November 1-18 and Open Registration is November 19-January 17. Spring class schedule will be ready by mid-October.</p> <p>Instruction is doing an analysis of in person classes versus online classes.</p>	<p>Pulse survey will be sent to students to determine what they want to see for spring.</p> <p>Continue to get the word to students we are open.</p>
<p>4. Enrollment Management Plan and Strategies</p>	<p>The Google Jam Board was shared by Dr. Humble and discussed, with time given to fill gaps or add items missing. She reported the goal is to have the class schedule visually available to students and counselors at least two weeks before registration begins and it should be available October 15 for November 1 Priority Registration.</p> <p>Communication was discussed and both personal and school emails are used. A lot of students do not use their school email nor are they aware of how to use it. Targeted emails do better. A&R sends students their school email and they press the issue of communicating through this email. Students do not want advertisements but just want pertinent information.</p>	<p>Additional items can still be added to the document through link shown below: https://jamboard.google.com/d/1TbHNER1qDpFRkTez1Y3b7KhRmbLBqQ_3_W04epipSnA/viewer?f=0.</p>
<p>5. Retention Work Group Update</p>	<p>Ray reported they met last week for brainstorming and communication mapping. Info will be given to the Task Force to create the approach of when to send messages. They will be meeting this Thursday to have a quick introduction with Full Measure.</p>	<p>Ray will give a report at the next meeting.</p>
<p>6. Student Equity Update</p>	<p>Carmen submitted their end of the year report and they are getting ready to work on the Student Equity Plan.</p>	

<p>7. Marketing Update</p> <p>a) Report on area colleges, their programs for job availability and interests – Christie Gabriel-Millette</p>	<p>Paul sent out the signature creator email to update with the 95th logo. Fall enrollment campaign will end in mid-October and the spring campaign is launching in November. Idea is to have a stronger email marketing side and he is looking at a marketing firm to bring on board.</p> <p>Virtual Reality is being integrated more into the classroom and will explore using this on campus for spring.</p> <p>Coming up will be Day of Service (go out to the community and distribute schedules and marketing materials) and Winterfest (community people on campus, food, Santa) in December but not sure what format yet. Most likely will have something to commemorate we are back on campus. Suggested integrating vaccinations and Covid testing during these events if in person.</p> <p>Dr. Humble asked if we have any data on the current social media campaign going on now.</p>	<p>Temporarily tabled until more information can be gathered.</p> <p>Paul will forward incomplete data now and then full results when completed.</p>
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<p>8. Other a) Vaccination Requirement Resolution</p>	<p>Still working through a process of implementation.</p> <p>Christie stated some colleges are offering monetary incentives from the CARES money for students who get vaccinated.</p> <p>October 6 is a Campus and Community virtual event from 5-7pm and the link to register is in the email that went out.</p>	<p>More information on the vaccination mandate will be forthcoming with instructions and deadline.</p>
<p>9. Adjourn</p>		

Additional Information: