

SBVC
Enrollment Management &
Student Equity

September 26, 2017
 1:00-2:30 p.m.
 President's 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
Tammy Allen	x		Heather Johnson	X	
Yvonne Beebe	X		Kathy Kafela	X	
Paul Bratulin		X	Dr. Craig Luke	X	
Stephanie Briggs		X	Joshua Milligan	X	
Keynasia Buffong		X	Joseph Nguyen		x
Abe Fulgham		X	ASG Rep	X	
Raymond Carlos		X	Maria Del Carmen Rodriguez		X
Yancie Carter	X		Dr. Scott Thayer	X	
Marco Cota		X	Dr. James Smith		X
April Dale Carter		X	Mary Valdemar – Senate	X	
Keenen Giles	X		Raquel Villa – CSEA		X
Alicia Hallex		X	Dr. Kathryn Weiss		X
Ron Hastings		X			
Cindy Huerta		X	Amanda Moody		x
Ernesto Nery		x	Eleanor Baylon		x
Abe Fulgham		x	Oscar Rodriguez		x

TOPIC	DISCUSSION	FURTHER ACTION
1. Minutes for Review	Review and approval of prior meeting minutes. July 11, 2017	Alicia Hallex motined to approved July 11 & Spetember 12, 2017 minutes with corrections. Kay Weiss seconded, motion carried.
2. SBVC Marketing Update (Paul)	<p>Paul Bratulin gave a recap of his time at the Ruffalo, Noel Levitz conference. Paul stated that many good marketing strategies were covered including capturing student data and looking at as potential revenue. Paul went back into our system to capture the new student data. When applying to the campus a general question is asked once you complete some basic information on how you heard about valley. Paul disseminated a handout and covered the numbers and responses for the general question.</p> <p>Ron Hastings asks if it is possible to change that question? How they heard about Valley may not be positive, question goes to "other" but if we give them options we will get a response.</p> <p>Oscar Rodriguez mentioned that it would be nice to have options on there. Adding the mall kiosk would be a good idea, a lot of people pass through the mall and see the valley booth. Maybe having a unknown/other with a blank space, and then having multiple options.</p> <p>Ray Carlos asked if we are able to check the data to see if they registered?</p>	<p>Continue to explore marketing options and tools.</p> <p>Possible revive of the Valley Mobile App. Look at different options.</p>

	<p>Dr. Weiss mentioned that the large number of friends and family speaks to great customer service and a good retention strategy.</p> <p>Paul Bratulin continues to covers some of the numbers on the handout. He also covered the Valley Mobile App, its features and the possible revamp or cut.</p> <p>Oscar Rodriguez and Joseph Nguyen gave some suggestions on how we may be able to use it in different ways.</p>	
<p>3. Subcommittee Updates</p>	<p>Student Drop Policy</p> <p>April Dale Carter disseminates the sub committees recommendation on the student drop policy.</p> <p>Ron Hastings mentioned that it does not indicate a threshold.</p> <p>April stated that they decided to not have one. You register, you pay or you are dropped. As far as late start classes, we can discuss a timeline.</p> <p>Dr. Briggs stated that the short term classes are out and able to be registered for at the same time. We need to be consistent that you pay up front.</p> <p>Keynasia Buffong stated she would be comfortable with a 7 day period to pay, after that you are dropped.</p> <p>Dr. Briggs mentions that we are losing students by allowing students who don't pay to remain registered in class. If they never show up they have taken a space and prevented an someone else from taking the class.</p> <p>April mentions that there has been an increase in petitions.</p> <p>Ray Carlos asks who's responsibility is t to drop? The student of faculty?</p> <p>Dr. Weiss it is the students responsibility, but the faculty's as well. Some faculty however do not drop.</p> <p>April states that under this policy there is no point for a waitlist because people are not being dropped, you see 20, 30, 40 people on a waitlist that never get in.</p> <p>Ray Carlos asks if students receive their FA in time to pay?</p> <p>Ernesto Nery answered no, but if you receive FA you generally have a fee waiver which waives you tuition.</p> <p>Ray Carlos mentions that we do not want to hurt our FA students.</p> <p>Ron Hastings states that the system can be flagged not to drop students with fee waiver applied.</p> <p>Carmen Rodriguez mentions that some students like EOPS have to pay regardless, so a drop policy</p>	<p>Retention sub committee will regroup and craft a second draft of our student drop policy.</p>

	<p>wouldn't affect all because some students are already on a form of one.</p> <p>Discussion continued regarding FA students and how the drop policy would affect them and campus as a whole.</p> <p>Retention committee has not yet had a chance to meet.</p>	
<p>4. Enrollment update (Dr. Smith)</p>	<p>Discussion began and lead into concurrent enrollment. The committee agreed that in the future liaisons, VP's and counselors at the high school sites need to have better communication with valley. More planning and orientations needed to ensure a smooth layout. Dr. Weiss stated that she has already received several requests for next semester courses. Marco Cota mentioned that it does need to be a team effort, one outreach coordinator cannot be responsible for dedicating a month or two totally to concurrent enrollment.</p> <p>Dr. Smith continued to cover the enrollment EIS Daily Snapshot. We are doing better than last years as far as FTES.</p> <p>Dr. Weiss asks if we are able to get data that reflects trend lines for new and returning students.</p> <p>Dr. smith will bring it to the next meeting.</p>	<p>Committee agrees to institute better communication to promote effectiveness in the program.</p> <p>Dr. Smith will update information.</p>
<p>5. Adjourn</p>	<p>2:20pm</p>	