

SBVC**Enrollment Management &
Student Equity**

September 11, 2018

1:00-2:30 p.m.

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

TOPIC	DISCUSSION	FURTHER ACTION
1. Enrollment Update	<p>Dr. Thayer: We are 85-90% less than our goal as of today FTES. We have the full year achieve our goal, however we would like to meet it before end of year</p> <p>Dr. Weiss: Do we have numbers from last 5 weeks of Summer? How is summer recorded? We may have additional FTE to count from the last session.</p> <p>Dr. Thayer: 1st summer session is the prior year; 2nd can go either way 3rd goes forward. Will follow up on this.</p> <p>Dr. Weiss: We call it Summer 3; Scott calls it Summer 1. However, it is the July session so it is the last session for summer.</p> <p>Dr. Thayer: That's a valid point; we will follow up on this.</p>	

<p>2. List of Academic Majors/Education Goals (Dr. James Smith)</p>	<p>Dr. Thayer: Dr. Smith is going over how to actually access the data? Would like to target students with messages who has indicated specific majors.</p> <p>Dr. Smith: Divide into programs; students who have declared major along with their contact information. (email addresses) This is a way to follow up with students who have identified their program and or major. This could be used as a tool for the different programs to follow up with students. How each program would use this data that would be up to their department committee recommendations; does the committee think that I should forward this information to the different departments?</p> <p>Millette: Encrypt it first; a lot of information to go out.</p> <p>Dr. Smith: Just student name and email address.</p> <p>Millette: How will reports be generated?</p> <p>Dr. Smith: Extracted information has already been done. I will show you what I did.</p> <p>Dr. Thayer: It would be good to get these to the deans; is there some targeted interest for this group to be concerned about or will that be decided by the dean? Try and coordinate when emails are to go out.</p> <p>Dr. Long: I think that it needs to go to deans; this is a way to strategically get students into right classes or whatever events are going on around campus. I don't believe any of the emails sent by the deans would interrupt the general emails sent out as these would be sent to a specific targeted group.</p> <p>Dr. Smith: It's not going to answer the question of how many students in each program, it's only going to answer "those who have declared". The "undeclared students" is a totally different subject.</p> <p>Dr. Thayer: The undeclared needs to be targeted. How do we move them to declare? Over 1000 undeclared.</p> <p>Dr. Long: Those are the students you encourage to take the SF103?</p> <p>Dr. Weiss: SF103 may be a helpful option. Knowing what major they may have then we will be able to contact them and let them know when classes are offered.</p> <p>Thayer: If we have a list we can send to depts.</p> <p>Smith: Yes, I can make that happen. As long as the habit is to send important information, then people will not be overloaded with junk mail.</p> <p>Rodriguez: Most of our students who are coming in are undecided and that means they do not receive FA; so we tell them to go to FA and declare their major, so what information that you have right now is it in the system or is the form with the changed major? They have one thing in the system and then change it on the form</p> <p>Millette: We have them both listed and its' either listed as active or changed; this is what I was curious about because when extracted from the report, first they are in order of how declared and then if changed. We only filter for active ones. What if students just pick something in order to get FA, then they will end up changing again</p> <p>Dr. Weiss: In the email we can tell student to contact counselor to update ed plan if this is no longer their major.</p> <p>Dr. Smith: So every student that receives FA has a declared major?</p>	

	<p>Nery: Declared majors that are approved by the state. There are some certificated programs that are not approved for FA.</p> <p>Dr. Smith: So we need to work with you to cross reference some of these?</p> <p>Nery: Yes</p> <p>Dr. Thayer: That's a great way to promote FA. If you want FA you must declare a major. Keep this on agenda so that it will evolve. Info Dr. Smith will send out to area deans and myself.</p>	
<p>3. Marketing Update</p>	<p>Bratulín: handout of view book; summarized things about out campus; It is an outreach tool. Ordering 40,000 based on the demand (2 weeks for 2000 to print) wrapping up new landing page; issue with showing up on some phones.</p> <p>Winterfest 1st Tuesday of December. If you are interested in being on the planning committee let Paul know, they are in need of more help.</p> <p>Music Dept / OR second participation with the National orange show. (currently working on this)</p> <p>Email campaigns, trying not to overdo it. Currently we have 200 open classes. Advertisement for late start classes have been constant; the emails have really helped. Open classes I saw in late August were about 1500 now the number is at about 200. The number is declining.</p> <p>Dr. Long: 200 total?</p> <p>Paul: That's what I'm seeing; number of open classes is low now. I guess that's a good thing.</p> <p>Millette: Kiosk is empty at the mall; there is a sign but no one there.</p> <p>Williams: not in operation at the moment; resigning contract.</p> <p>Dr. Thayer: We are in the process of renewal; we have to pay upfront.</p> <p>Dr. Smith: people will be able to complete applications?</p> <p>Dr. Thayer: we will have surface pros</p> <p>Williams: yes, surface pros staff will be there to answer questions; flyers of different programs; catalogs so that they can see what classes/programs are available.</p> <p>Dr. Thayer: We can promote open classes and late start classes. Any material that you would like to go to the kiosk get it to OR.</p> <p>Dr. Weiss: back to open classes, we are pulling some bad data because 'stat classes' are not up to date. It is saying open when in actually the classes are closed. Some of the classes are actually closed even though they are saying open. If the 'A' section is closed that means the 'B' 'C' and 'D' section is also closed.</p> <p>Dr. Smith: What does tess have to do to get the numbers right?</p> <p>Dr. Weiss: Look at the global list? I'm not sure, we can talk about it later.</p> <p>Dr. Thayer: We will be pushing the late start classes. Any information you want out in the community send to LA 130. (OR)</p>	
<p>4. 25th Hour Communications Contract Update</p>	<p>Dr. Thayer: Partner with vendor who will help support marketing; 25th hour communication contract. Been in discussion for pass 6 months; company will provided us external support about developing campaigns. Pretty holistic organization specializing in promotion educational institutions. Paul has been working close with them providing information to them.</p> <p>Bratulín: Summarize it as providing support for things that department is already doing, we just</p>	

	<p>need more time to get everything done; provide us research assistance give us a grading and tell us what we can do to improve. Help with graphic design. Enrollment pipeline review- have students go through app/enroll and find out what barriers they may have. 3rd person perspective. Dr. Thayer: Excited, hope we can formalize partnership will give you an update.</p>	
<p>5. Research Requests</p>	<p>Dr. Thayer: Any data outside of the ordinary that we are trying to pinpoint/ identify? Dr. Long: We are looking at student success for different term lengths; desegregate data so we can see how students are doing in 18 week classes, compared to 14 week, 8 week etc. Our initial look was 14 weeks are lower success rates; we are finding that in some departments 14 weeks work better. Hopefully we can engage faculty into conversations about what is better for students in their success. Dr. Thayer: We talk about scheduling. Needs of the students good conversation to have and then get feedback. We talk about the length of classes, which would be more appealing to the students. If we had 100% efficiency what would that look like? Conversation at a later date. Will help with enrollment and guided pathways. Millette: In regarding what students are looking for we can take a look at recent surveys we collected. Long: I think we should incorporate some labor market information. We need to get to working on something concerning the market labor in regards to the needs in the community; how we can tie it into our programs and what kind of companies we are tied into locally, working on like a partnership with companies. Millette: We have all that. Dr. Long: Okay, I have seen some really great reports being generated for the work market and we are not involved in these. I don't know what kind of reports have been created but I have not seen any at all. Dr. Thayer: We can request more information on this. Dr. Smith: Number of home schoolers are increasing; how does that affect OR? Dr. Weiss: Do we have data how many home schoolers are taking college classes? Dr. Smith: Just now coming up on my radar; data does not seem to be consistent. We are not seeing enrollment patterns in the K12 system consistent with how many people are actually living in the community. This can only account for the increase in home schooling or charter schooling. Some other enrollment patterns that we are not seeing. Dr. Briggs: the enrollment in our feeder schools are up about 23%. Dr. Smith: Research priority to figure what is going on in the non-traditional schools Williams: We have been having several charter schools contact us for things going on at the school. Their students are growing and we had several charter schools contact us; interested in being part of the recruitment community. Dr. Briggs: We have to be careful not to cross boundaries of other colleges. Williams: If they contact us we will respond Dr. Thayer: Feeder schools; adult Ed and other groups for potential students; we should put numbers together for these individuals in order to</p>	

	<p>track them. Maybe we can add a column concerning home schoolers also and see how much information we get about them.</p> <p>Bratulin: More than ½ country should see 15% or bigger decrease in college students over the next 5 years. East coast will see decrease..... (this was an article he read) will email to everyone. (heckinger report).</p> <p>Dr. Thayer: It's always good to know the trends; how other colleges are operating. Student success data/surveys are in? They are here?</p> <p>Millette: They are here but they need to be converted into a report to share.</p> <p>Dr. Thayer: Strategic EM gets us thinking about areas that need to be addressed. Last year we focused on marketing and OR and now we need to re-focus on retention.</p> <p>Dr. Long: Course leaf-create catalog starting next year will be produced by course leaf, also the schedule. You can see a sample by looking at websites: Citrus, Cypress, Mt sac, nice student friendly and student focused catalogs. Will come out in 19-20 academic year; create blocks scheduling will keep classes from overlapping. You cannot violate the blocks you much schedule classes in sequence. Better scheduling.</p> <p>Possibly put Course-leaf on agenda for next meeting; checkout course catalogs and if you have any feedback contact Dr. Terri Long.</p>	
<p>6. Work Group Updates</p>	<p>None</p>	
<p>7. Other</p>	<p>Dr. Thayer: Registration opens up Oct 29th.</p> <p>Williams: Can we open SBVC application in Oct for HS students.</p> <p>Dale-Carter: We need to know active or inactive programs in order to place them on the application. Otherwise we will get a ton of errors because the active programs will not be in the system.</p> <p>Dr. Long: We can give you that as of right now; on two will be inactive. If we add anything we can let you know in enough time. If that is something that would help us we can do this.</p> <p>Williams: The HS want to line us up with the CSU/UC for applying. They have Career Nights and they want the students to be able to apply to school.</p> <p>Dr. Thayer: April that is something we can look into?</p> <p>Dale-Carter: Yes. For us it is just a matter of flipping a switch, but we need to be sure that the information is accurate.</p> <p>Bratulin: So do we start promoting application externally in October for Spring, Summer and Fall? So we'll just say apply in general?</p> <p>Dale-Carter: Yeah, just say apply at any time.</p> <p>Dr. Thayer: So they have their students applying to schools?</p> <p>Williams: They have computer lab set up and students are applying to other schools. We are there by they can't apply so we just give them information. Everything starts October 1st but we come on the back end because they cannot apply. The goal of</p>	

	<p>the college career night is to start process of applying to school and doing FAFSA at the same time.</p> <p>Dale-Carter: If we could communicate more with the high schools that students have their social number on the day that they are applying. It keeps them from running into road blocks later on.</p> <p>Dr. Thayer: Any other concerns? Meeting adjourn.</p>	
8. Adjourn		



90% RETENTION RATE
compared to state percentage 86%

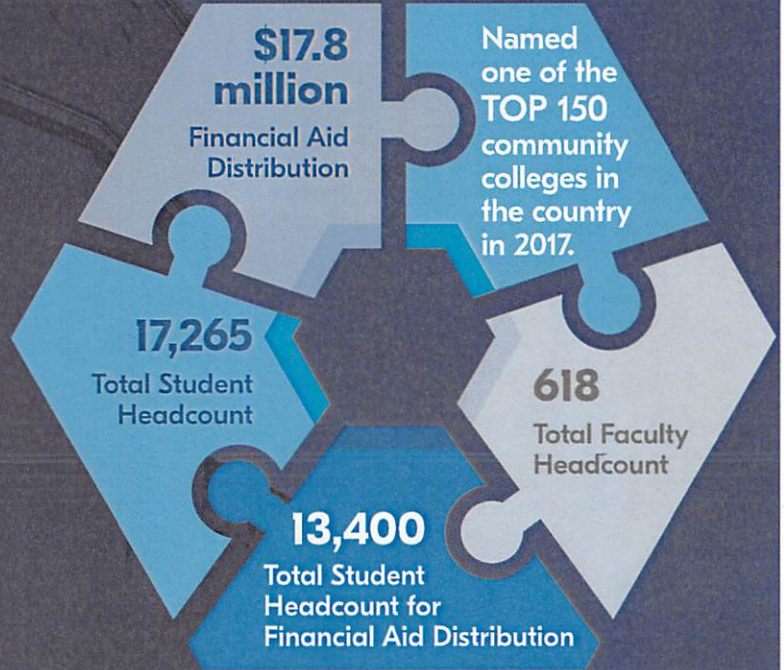
72% SUCCESS RATE
compared to state percentage 62%



Past and current data can be found in the Research Reports.
Demographics Info Here: Age, Ethnicity, Gender



TOP 150

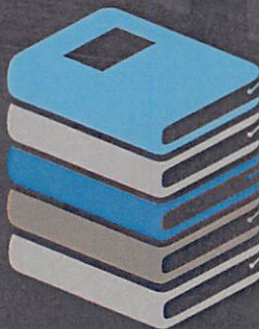


12,000

TOTAL DEGREES & CERTIFICATES AWARDED

need a real number above - note in copy said either this year or compare to other years

TOP 5 DEGREES



- Liberal Arts
- Nursing
- Business Administration
- Administration of Justice
- Human Services

TOP 5 CERTIFICATES



- Psychiatric Technology
- Alcohol/Drug Studies
- Electronics Technology
- Administration of Justice
- Basic Automotive Collision Repair & Refinishing

140

SBVC offers over 140 different degree and certificate programs in some of the most in-demand career fields in the world.



San Bernardino
Valley College

2017-18 HIGHLIGHTS

Awarded **2** silver
and **15** bronze
'Strong Workforce Stars' by
State Chancellor's Office



Won **3** gold, **3** silver,
and **4** bronze medals
at SkillsUSA 2018



Psychiatric
technology
program
ranked first
on state
certification
exams

Partnered
with local
flight school
to offer pilot
licenses to
aeronautics
students

Launched
GenerationGo!
Career
Pathways
Program

Launched
first
accelerated
electronics
program in
San Bernardino
County

Opened
Valley 360
Resource
Center
food pantry
for needy
students

Piloted
college's
first-
ever zero
textbook
cost
degree

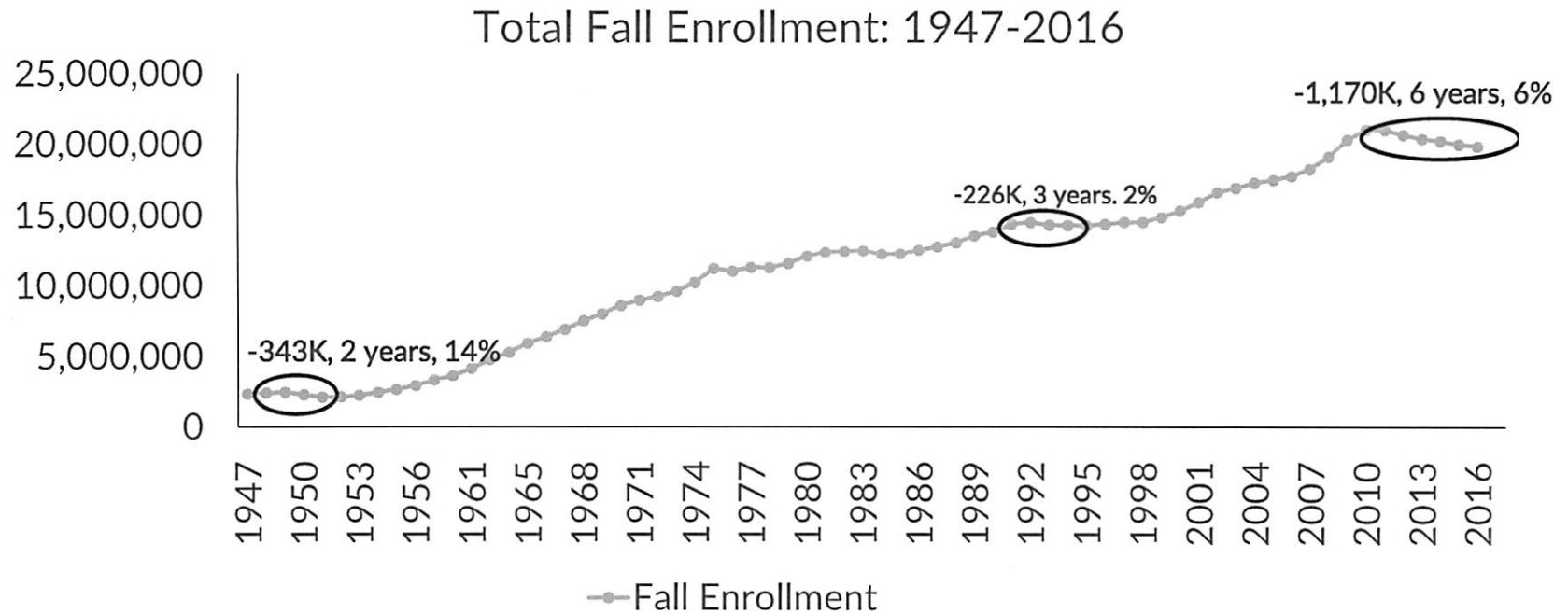


**SBVC was founded in 1926
and has been in the community for 92 years.**

SBVC has almost 2 million alumni.

**SBVC grads have the 2nd-highest median career earnings
in California (and the world) in their fields.**

We are in the midst of a historic enrollment contraction (size and length)



Source: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics.
 2017 Digest of Educational Statistics