

SBVC
Enrollment Management &
Student Equity

March 10, 2020
 1:00-2:00 p.m.
 President's Conference Room

AGENDA

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
Dr. Scott Thayer			Joshua Milligan		
Dr. Dina Humble			Justine Plemons		
Dr. James Smith			Keenan Giles		
Marco Cota			Kenneth Lawler		
Carmen Rodriguez			Leslie Gregory		
Dr. Stephanie Lewis			Mary Valdemar (Senate)		
Patty Quach			Paul Bratulin		
Adrian Rios (ASG)			Quincy Brewer		
Alicia Hallex			Dr. Raymond Carlos		
April Dale-Carter			Ron Hastings		
Ariel Davis			Sam Trejo		
Christie Gabriel-Millette (CSEA)			Stephen Lee		
Jessy Lemieux			Sharaf Williams		
Joanne Hinojosa			Tammy Vu		
Joseph Nguyen			Yvonne Beebe		

TOPIC	DISCUSSION	FURTHER ACTION
1. Enrollment Update	<p>Scott:</p> <p>See Snapshot Handout</p> <p>We have less students but we have more FTES. We continue to look at that number. We are going to meet our enrollment targets.</p> <p>We are in the management part of Enrollment Management. We don't want to go too far over and have unfunded FTES. We want to make sure that we are efficient and operating classes and giving students what they need so they can have a robust schedule.</p> <p>Yellow is where we are, on the yellow which is the same time from last year.</p> <p>Priority registration is about a month away. The schedule will be available in a couple of weeks.</p>	

<p>2. Student Equity and Achievement Plan Update</p>	<p>Scott: Any updates regarding SEAP?</p> <p>Carmen: We are working but no updates.</p> <p>Scott: Part of our plan is to support African American Males. We just attended the A2MEND conference. There were 18 students and two faculty. We will have a debriefing of the conference.</p>	
<p>3. SBCCD Promise Update</p>	<p>Sharaf: We just sent out the acceptance letters for the 2,400 students this week in our district in addition to that Yucaipa, Redlands, adult school, Christian school, Catholic school. We sent the update to their counselors so that they are aware of what their status is. We are also having Parent orientations this Saturday the 14th. In addition, we are going to have it Tuesday the 17th, Wednesday the 18th and Thursday the 19th; due to limited space on campus spring break was the best time to have the parent orientations. It will be in English and in Spanish.</p> <p>In addition to that, we are working on the summer bridge; we are working with our current students to get them prepared for priority registration.</p> <p>April: Will all 2,400 students receive the...</p> <p>Sharaf: They received an email. Unless they made a mistake on their own email, because we did get some bounce backs. But for our feeder schools we were able to send out a list of the students to the counselors; we let them know of what the process is and what needs to be done that way they're in the loop as well.</p> <p>April: So, if they're missing something...</p> <p>Sharaf: We sent them an email letting them know that they have to turn in their documents by a certain date. We also</p>	

	<p>want to circle back with the counselors and the high schools that way we know they have access because their spring break is coming up and it's two weeks; we wanted to make sure we're here and available to help them complete those things. Marina has been helpful and Yancie to get their assessments done and they're ready to see their counselors.</p> <p>Scott: So on emails that don't work, is it a big number?</p> <p>Carmen: No. We would check on Ellucian and resend them an email.</p> <p>Sharaf: In addition to that, we would send it to the counselor so we are able to reach out to them. They should have received all our contact information when they applied for the program so they are able to get a hold of us as well.</p> <p>Scott: Alright, good news.</p>	
<p>4. Marketing Update</p>	<p>Paul: we have JC here to help us doing the Spring Opportunity Drawing.</p> <p>JC: We are selecting students for the opportunity drawing. The prizes are a MacBook and two iPads. We select 3 runner-ups in case any of the winners drop unit. Dropping units disqualifies them. I will be writing the names down.</p> <p>We will confirm with April to make sure they're still enrolled in the same amount of units.</p> <p>Paul: Diana is asking for us to skip the big FoodIE Fest. We will not broadcast as a public event. The event will be on April 30th. Culinary Arts will be preparing dishes from many countries around the world.</p> <p>Scott:</p>	

	<p>We presented at ACCCA about the partnership with Student Services and Marketing. We presented on how we met our FTES Goals. The strategies we have used to ensure we are able to compete in this environment. We in a unique space where we are managing enrollment instead of chasing it.</p> <p>Paul: We have had many colleges ask for our templates to follow our methods. They will be using our template at other conferences. It's flattering but there's a lot of pressure.</p> <p>Scott: It's really data driven. That is a good segue into our next handout. See Enrollment Management Handout. The work that we are doing ties into this plan. We have been trying to enhance the ability to offer services online, our open education resources and courses. We've been listing them in the class schedule. Evening/weekend programs. Program offerings in adult ed. AB540 population. Our number 7 because we're always looking out retention to make sure we're meeting those targeted numbers. Labor market data; GenGo has been the driver for that one. That's what we've been working on. If there's anything we need to add just let us know.</p>	
<p>5. Work Group Updates/Status</p> <ul style="list-style-type: none"> A. Textbooks B. Retention C. Financial Literacy 	<p>Textbooks – we might need to get that one resolidified.</p> <p>Retention: Raymond: We have been meeting for the last, every other week since December. We started sharpening our ax to take down the tree. It's a big chunk of retention if you think about it. An overview, we wanted to look at the resources we're offering in the program. So we are configuring a resource matrix to figure out what are the support resources they already have. Perhaps see if they have high retention rates in those and see if there is a way to mimic those programs. We've been looking at</p>	

retention numbers based off regions, ethnicity, programs. Looks like we are a little below were most of our region, if I remember the data correctly. They're asking questions. Joanne had gone to a conference and in a breakout session they were asking questions about public transportation to getting to colleges. And so we are going to be looking at our OmniTrans data to see how many students use public transportation and what their retention and perhaps their success rates as well. That would be interesting to see. We're slowly starting to look at making recommendations. Once we start getting this information, we're looking at digesting some of the high impact practices, learning communities, internships, service learning projects to see where there can be recommendations to be given to this body to see we can increase the retention numbers. We'll pass out a flyer or give it to Kathy send it. It has what high impact practices are. It's also through the lens of what engagement indicators.

Christie:

All of the data we did is up on the SharePoint. We looked at some of the groups that were below average. Compared to other colleges in the region 9 area, and so we just aggregate it. For example, one of the groups was the 25-29 year olds so we just aggregated that.

Ray:

We have all this information on the SharePoint and we can give it to Kathy to share with the group.

We meet every other Wednesday at 1pm in MC 142

Scott:

Anything on Financial Literacy? We can regroup there as well. A lot of it is conceptual but I think we are ready to get that started.

Raymond:

	<p>Marie in our department created these workshops; a lot of our clubs are asking for information on budgeting so she turned this into a personal finance workshop. Schools First will come out and hold workshops. They can go from very intimate group of 5 to a B100 size audience. But I think if you were to give them objectives they might also come out; it's another resource.</p> <p>Sharaf: Yeah, we used them last year for workshops and they came out and asked us for specific things we wanted them to discuss with our students that would actually be student impacting. So not to talk about the services they offer but topics like student loans and the impact of getting student loans and how they can impact their credit. It was well attended and very informative for the students.</p> <p>Scott: Things like that make it helpful; we are going back into a loan program.</p> <p>Paul: (Asked a question regarding information availability)</p> <p>Scott: We have an online module. We'll bring it here this semester. It's more of an online module where you answer some questions about personal loans and budgeting. We will have that available to us. We do want to develop in person workshops that complement each other. So that there's options available for student.</p>	
<p>6. Other</p>	<p>Scott: I will add other things that are indirectly linked accreditation being one. And, this is just a general announcement. This is another way to create evidence so that we can document what we've been doing in support of our student. Standard II.C. I did mention the minutes. We'll have those the next meeting. Another topic is the Coronavirus. As of now, San Bernardino is considered low</p>	<p>Set a meeting with Student Services to address accreditation evidence.</p>

risk because there has not been a confirmed case. We have been in contact with the San Bernardino County of Public Health as well as the State Chancellors Office, Centers for Disease Control; so all of those entities we have been coordinating with as well as our Student Health Services stays in close contact with the county. So, as information comes, we will be disseminating it out. This week if you haven't had a visit from Bob Jenkins, the maintenance manager, he has been going around handing out disinfecting wipes. A lot of the response has been to keep your hands clean, wash your hands. There is something occurring, another thing that is happening is spring break so that means a lot less people coming on to campus in theory. Our general student population won't be here so that's going to be less traffic. So they say don't shake hands.

Paul:

Some of my friends and relatives working in other states, for example my sister works for the city and their response is telecommuting; they've transitioned to this mass telecommuting, they've given them phones.

Scott:

A lot of it has made us think of how we offer services to student through distance ed. That's good information Paul. It has made people think differently on how we operate.

Paul:

Scott, has Bob talked about posting signs on how to properly wash hands. Even if we blast a meme or laminate signs. We can do something like that.

Comment:

Liberal Arts still doesn't have hot water.

Scott:

I'll see if we can get something up.

Ray:

Another thing was motion sensor hand sanitizers that way you don't have to touch anything.

Announcements:

Sharaf:

We are having Senior Day April 10th. Resource fair. We are looking at roughly 800 students. It's from 8am to 1pm so you are all welcome to participate in the resource fair.

April 24th we will be having our Black Excellence Day. It's for the 9th-11th grade student from our feeder high schools. I believe its from 9am-1pm.

Joanne:

Is there a resource day for the 24th?

Carmen:

It's up in the air.

Ray:

We sent out emails to the managers and faculty regarding regalia. Make sure you let us know if you need regalia. Just let us know your sizes.

ASG elections are going on right now. They're not just voting on new leaders, they're voting on student trustees. Two other things, they're voting on increasing the ASB to \$10; and they're voting on whether to make this campus a tobacco free campus. We will find out the results this Friday.

Joanne:

EOPS is doing our first Priority A Registration Block Party to promote priority registration. What we have planned is an event in B100 on April 13th.

April 15th we will be a 50th Celebration.

Marco:

Last Friday we had our high school counselor and career event. It was well attended; they really liked the resource tables. We had a really good turn out and good presentations on AB705, Guided Pathways, ESL, and CTE programs. We got some really good

	<p>evaluations. We are changing the date from October to the last Friday in September. The purpose is that most of the applications to universities are in October and also to meet the deadline of our Promise Program. We are anticipating that all the groups interested in participating. I know the planning committee really enjoyed planning the event. The committee is already working now because by the time we come back they're</p> <p>Sharaf: We're having our first Adult Ed Open House on April 1st from 11-2pm. We want to show adult students what's available to them.</p> <p>Scott: Teaching Men of Color, we still have those modules. It is being underutilized. But we purchased the modules about a year and a half ago. It is a resource that we want to continue to promote.</p>	
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Additional Information:

