

<p>SBVC Enrollment Management & Student Equity</p>	<p><i>May 12, 2020</i> <i>1:00-2:00 p.m.</i> <i>Zoom Conference</i></p> <p>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.</p>	<p>NOTES</p>
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<p><i>Members:</i></p>	<table border="1"> <thead> <tr> <th></th> <th>A</th> <th>P</th> <th></th> <th>A</th> <th>P</th> </tr> </thead> <tbody> <tr><td>Dr. Scott Thayer</td><td></td><td></td><td>Justine Plemons</td><td></td><td></td></tr> <tr><td>Dr. Dina Humble</td><td></td><td></td><td>Keenan Giles</td><td></td><td></td></tr> <tr><td>Dr. James Smith</td><td></td><td></td><td>Kenneth Lawler</td><td></td><td></td></tr> <tr><td>Marco Cota</td><td></td><td></td><td>Kyle Stroud</td><td></td><td></td></tr> <tr><td>Carmen Rodriguez</td><td></td><td></td><td>Larry Brunson</td><td></td><td></td></tr> <tr><td>Dr. Stephanie Lewis</td><td></td><td></td><td>Leslie Gregory</td><td></td><td></td></tr> <tr><td>Patty Quach</td><td></td><td></td><td>Mary Valdemar (Senate)</td><td></td><td></td></tr> <tr><td>Adrian Rios (ASG)</td><td></td><td></td><td>Paul Bratulin</td><td></td><td></td></tr> <tr><td>Alicia Hallex</td><td></td><td></td><td>Quincy Brewer</td><td></td><td></td></tr> <tr><td>April Dale-Carter</td><td></td><td></td><td>Dr. Raymond Carlos</td><td></td><td></td></tr> <tr><td>Ariel Davis</td><td></td><td></td><td>Ron Hastings</td><td></td><td></td></tr> <tr><td>Christie Gabriel-Millette (CSEA)</td><td></td><td></td><td>Sam Trejo</td><td></td><td></td></tr> <tr><td>Jessy Lemieux</td><td></td><td></td><td>Stephen Lee</td><td></td><td></td></tr> <tr><td>Joanne Hinojosa</td><td></td><td></td><td>Sharaf Williams</td><td></td><td></td></tr> <tr><td>Joseph Nguyen</td><td></td><td></td><td>Tammy Vu</td><td></td><td></td></tr> <tr><td>Joshua Milligan</td><td></td><td></td><td>Yvonne Beebe</td><td></td><td></td></tr> </tbody> </table>					A	P		A	P	Dr. Scott Thayer			Justine Plemons			Dr. Dina Humble			Keenan Giles			Dr. James Smith			Kenneth Lawler			Marco Cota			Kyle Stroud			Carmen Rodriguez			Larry Brunson			Dr. Stephanie Lewis			Leslie Gregory			Patty Quach			Mary Valdemar (Senate)			Adrian Rios (ASG)			Paul Bratulin			Alicia Hallex			Quincy Brewer			April Dale-Carter			Dr. Raymond Carlos			Ariel Davis			Ron Hastings			Christie Gabriel-Millette (CSEA)			Sam Trejo			Jessy Lemieux			Stephen Lee			Joanne Hinojosa			Sharaf Williams			Joseph Nguyen			Tammy Vu			Joshua Milligan			Yvonne Beebe		
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TOPIC	DISCUSSION	FURTHER ACTION
<p>1. Enrollment Update</p>	<p>See Enrollment Snapshot.</p> <p>This is our daily Snapshot. You can see we're p for summer and we're right on the mark for fall. Our trend is in a positive direction. You can also see our active student numbers is down, but our seat count is up. That means less students are taking more classes. So we know that potentially is a trend with people being at home with the stay-at-home orders. Concurrent enrollment can be positively impacted with university students who want to take classes with us. So I wanted to share this with you and see if you have any questions. On the bottom you can see where we were in the fall for last year. Summer is the first line and then moving down there is fall, so fall is in the middle. 56 is our current number which is the same as 2019. These numbers look good. We are going to keep monitoring them and look at different opportunities/campaigns to support enrollment, retention, etc.</p>	<p>Include "Student Debt" item for next meetings agenda</p>

	<p>Review of minutes from 04/28/2020 Approval of Minutes from 04/28/2020: Correct misspelled names. Minutes look good.</p> <p>For accuracy sake, look at spring meeting notes/minutes to ensure we captured our conversations.</p>	
<p>2. Student Equity Plan Update/Submission</p>	<p>Carmen: The only update I have is that Region 9 Student Equity personnel met on the 24th of April. And we spoke about what's going on the COVID and how are we targeting our gaps, how are we focusing on our students. As well as we need to look and see and get a qualitative report in regards to all the students who get the EW, excuse withdraw. How, what happened, and to see what class is a dropped from as well as to see how many of those were from our disproportionately impacted student population. How many of those are our students in that in those categories as well as to see how well our students did who remained in courses. So, have data on both sectors.</p> <p>We're working diligently we have another meeting scheduled in a couple of weeks just to see what each campus is doing to help our students meaning that everything is going to go online not only our campus but other campuses. How are we actually going to be able to close those gaps and how more intrusive can we become with our students to make sure that they have all the resources available for them to be successful?</p> <p>Scott: Alright any questions? So, qualitative data looking at student enrollment and success patterns during COVID-19 especially with the EW and a pass/no pass. Any questions about the update?</p> <p>Stephanie: I'm sure it's probably too early but at least for right now, but are we looking to look at the data for those students that will have the EWs as opposed to those who just kind of dropped out. I know we won't have that data I'm sure until all of it</p>	

	<p>compiled until after this semester, but are we looking into compiling that data? Because if we are then maybe we can then use it to frame what we may do going forward in terms of how we may reach out to those students or have a follow-up phone calls for those to drop out so that we can somehow establish a plan to reach out to those specific students.</p> <p>Scott: Yeah I think the retention workgroup, it sounds like a topic that can be taken up by that group specifically; looking at that because it definitely deals with retention. We can task that group to compile the data and report back to the larger group so that would it'll inform us to see the impact. The survey that was done gave us some data some qualitative and quantitative data and I think now looking at the additional data now including this last year will be very informative. It's kind of dovetail with the AB705 data as well. So we have the fall data will have spring data but with the caveat that the disruption from going from in person to online services won't give us true apples to apples comparison, but it will help us as we have conversations about next steps. So, we'll send that to the retention work group and look at that some of the qualitative data from students' voices as well as the students who dropped, used the EW. And so there disproportionately impacted students in particular, so I think that would be some good conversation work on it really identify the various areas to address.</p> <p>Stephanie: Thank you.</p> <p>Scott: All right moving to the Enrollment Management Plan</p>	
<p>3. Enrollment Management Plan: Review Areas of Focus (Moved up from item #6)</p>	<p>Scott: We've been working the plan for the last few years. On screen the purpose of the enrollment management plan, to be responsive flexible educational sound,</p>	

provides the strategic direction, and then looking at these core areas. In the areas we identified or continue with the purpose so pathways we discussed, enrollment targets, making sure we look at all programs, develop a schedule, clear integration in alignment with the vision for success. As you can see based upon all the work that we've done as a campus, we have really followed this plan very diligently we've had some great work that's been done in alignment with this. So, just as a review the 10 areas are strategies that we have been focusing. Online degree certificate offerings; isn't that something the foresight of this group to see that being a critically important area. The OER, those two things are what we are currently in the COVID situation. Evening-weekend programs, we'll continue to look at those and strengthen enhance those. The adult education with 705, the noncredit offerings, has been reduced but the adult education is definitely we have been able to pay attention to. Our concurrent enrollment, that program is developed and blossomed. Our undocumented student populations, we're looking at these groups to make sure adequately serve are disproportionately impacted groups. Improving our efficiencies excessive retention, the guided self-placement the old assessment. Cohort programs you know the different groups and how they haven't been comparatively. And labor market data. These have been our areas of focus and we have really I think as the campus as a committee as overall entropy done great job staying on focus with those areas. So this full plan will obviously be on the midst and on the website I shared with you earlier. And we'll continue to refinement these and bring updates to the work, but as you can see he is almost like a checklist of all the work that's been accomplished with the implementation of AB 705, the continued progress with guided

	<p>pathways, and others. So, we can definitely continue to, this is the living document, and it will be modified as appropriate. So great work everybody in regards to help you done. Any questions about areas of optimization of focus or goals?</p>	
<p>4. SBCCD Promise Update</p>	<p>Carmen: Promises still continuing; they're all registering for classes. We're verifying that they meet with counsellors. Current cohort is completing their counseling appointments. New cohort is registering for classes; we have over 600, almost 1,000 students registered. We're going through the list. They're going to go through an on line Summer Bridge component before they begin in the month of August.</p> <p>Scott: Alright, a lot going on now. It's going to be a busy virtual summer.</p> <p>Stephanie: Just a little reminder and it would maybe this is more for counseling staff perhaps, but just a reminder that we still have the Alex lab and that will help some of those students that may need the 095 or the math 096 in a and Alex environment that you know that has a robustness to it that perhaps the regular delivery of the class does not. So, we do still have that and I think I'd spoken with the Abena or by email to check on what those numbers are in their kind of low. So, again I know that historically, at least over the last couple semesters, 096 is and even some all 095 state fill rapidly and again we have offered fewer of them because they are below a transfer level but however I just keep in mind that we still have the Alex lab open students can enroll in them. So, I would just you ask the counselors to keep that in mind.</p> <p>Scott: That's great point Stephanie so we will make that notation in our notes/minutes, and then share that information broadly. Especially looking at retention; that was our focus now is really like I mentioned</p>	

	<p>earlier numbers look good or on track now it's a matter of making sure we retain the students were with us and inform them of their decisions right the program we have to offer, the experience, all those things are important critical to the success of students.</p>	
<p>5. Marketing Update</p>	<p>Paul: So, I was just kind of going over the numbers with our team. As I shared last meeting, we're definitely going to be seeing a shift in marketing over the summer and over the fall from campus communications to almost exclusively social and website communications. We don't really have a choice, so that's kind of where we're seeing most of our engagement these days. And I feel like more than ever the website has sort of become the place where students expect to find us so it's no longer in our offices on campus the website is where they need to reach out and look for us and engage with us and some of that spills over into social media. So, a lot of our focus has been on trying to optimize the website make it even easier for students to access to addressing any issues that we see. Quickly, just a snapshot of what we're seeing on social media. COVID has definitely taken over everything so anything that is not COVID related often gets less exposure on people's social media feeds. One thing we've seen is a huge increase in just public information requests on social media so for April we had almost 500 messages about general information regarding the college. So, that was a really big increase. Overall though, engagement with our content that we're posting has not increased as much as we would have hoped so that fell slightly. Overall, we saw a really big decrease in our Facebook engagement, a decrease of about 50% between March and April. So, in total I would say pretty much anything we post on social media if it's not related to COVID or the campus closure it's not really getting those numbers that we like to see; even though we are posting more frequently on pretty much every channel that we have. So, you can kind of see our engagement</p>	

numbers here overall our reach has fallen on platforms like Facebook; twitter or Instagram reach has been pretty stable. And overall our social media following continues to increase, so that's a good sign. The total number of Facebook accounts campus wide continues to be the same as before. We have 105 accounts throughout campus that we assist that our departments manage. Where we are compared to other colleges in the Inland Empire we're still number one on Facebook, but we have not seen the type of growth some of our neighboring colleges have had. But that could be for a variety of reasons. For example, we could already have maxed out the audience that would be interested in following us on Facebook just through advertising campaigns and so we could just be losing followers through just general attrition people closing down their accounts and not really being interested in Facebook anymore. We do continue to see growth on Twitter and especially Instagram but as you can see the big universities in our area are the ones that see the major growth. You have UCR always at the top when it comes to social media growth. Not surprising they have huge advertising budgets devoted just to expanding social media. When it comes to our website, what we are seeing is pretty predictable. When it comes to website page views this time of year, we are seeing a lot of visits to class schedules, new student applications, clicking on our application guide, etc. Pretty typical this is what we would expect overtime. Our main focus, it seems to be during this time of online enrollment and online instruction, is going to be to optimize the website even more then it is already to continue to improve it. One of our projects right now is to see if we can make the current home page even easier for students to find information that they're looking for; so that list that we have, that accordion list that you've seen up there, that was sort of a really quick fix that we had to come up with um just to make the website more accessible to students. But

since it does look like we're going to be in this online environment pretty long term where looking at mocking up a more just visually pleasant layout using some icons or some graphics to kind of match what a lot of our competitors are doing or make it even better. So, anyone who goes to the website on their mobile device or computer just kind of um as a more engaging experience and not kind of the temporary fix that we've put up so far.

We're kind of buckling down you know getting ready for even more online work even more social media work. Some anecdotal stuff that I've heard from colleagues across the state of California and nationally is that pretty much everyone is kind of seeing an enrollment boost right now due to what many are perceiving as a repeat of the 2008 recession where people who lost employment would go and enroll in colleges. So, we are kind of seeing that enrollment is strong everyone that I've talked to so that's anecdotal not an official study. But hopefully that's not followed up by a lack of funding which makes this have to turn students away which happened back in 2008. We're cautiously optimistic. It looks like the website and social media are helping to inform students and helping them find things that they need but there's definitely always ways to improve our website and we're looking forward to continuing to do that over the summer and fall. That should be my update. Any questions?

Scott:

Thanks Paul. I know a lot going on. I know a lot good stuff. But I think we're definitely maximizing the things we can do virtually. We want to keep looking at ways improve and enhance the interface with the student and try to dig into those numbers. Hopefully we can get them back on our platforms. But it just maybe they're dealing with so much right now we just have to keep finding ways to find them in the spaces that they are so thanks for that update.

6. Work Group Updates/Status	N/A	
7. Other	<p>Scott: We're now down to other. Are there any other items that you all would like to address outside of our agenda? I know we have a request for our next meeting to have the student debt numbers; we'll look at that. We can definitely do that and then we'll be sending them to the retention workgroup to look at the data regarding the EWs and the persistent, really the success of our students for the spring semester breaking it out with disproportionate groups, disproportionately impacted groups. And then I know Christy is working on the qualitative data from the survey that was sent out; if we could have an update on that at some point that would be great. So anything additional?</p> <p>Commencement is Friday the 22nd and so we will have our virtual commencement.</p>	

Additional Information: