

**SBVC**  
**Enrollment Management &  
 Student Equity**

August 25, 2020  
 1:00-2:00 p.m.  
 Zoom Conference Room

NOTES

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

TOPIC	DISCUSSION	FURTHER ACTION
1. Enrollment Update	<p>Scott:            As of today, our first full semester remote our head count is 12,062 active students. The equivalent FTES is a third of that. This is just a moment in time, these are not final numbers.</p> <p>It's important that we retain the students we have. What that looks like is we want the students to have a positive experience in this remote environment. We want to be as helpful and supportive as possible and make sure they have access to their courses.</p>	
2. Enrollment Management and Student Equity Committee Plan Review	<p>Scott:            We will review our composition and charge. We review our number and strategies and student equity. We're going to be looking at what we are doing with regards to student equity.</p>	
3. Student Equity Update <ul style="list-style-type: none"> <li>Student Equity Plan</li> </ul>	<p>Carmen:             We're still providing and streamlining key information. For veterans, we are have a tutor who provides services in</p>	

	<p>English and Spanish. For our black students,—</p> <p>For the Latinx students, we have the HACU conference. It will be virtual. We also have textbooks being offered in the Puente program.</p> <p>I am the DS S program is growing they have sent over 1000 students if that extra assistance like I mentioned earlier we are on our second week of March 2020 semester when students are all settled we're all settled into our normalcy and within a week or a month I will be scheduling meetings with a different entities on campus to collaboratively close the gap have meetings with that your Miami person out the SPS to making sure that we are still ser what other ideas would come along in regards to providing more activities and more presentations for our students that are am I mean any questions</p> <p>Scott: Our student equity plan was submitted where we identify the disproportionately impacted students. We support and track the students success. A bigger part we've been discussing is the anti-racist initiative. We'll continue to provide data to help achieve successful outcomes. We continue to look at ways to improve what we are currently doing.</p> <p>Carmen: We are working together to ensure we're inviting speakers to target our student population.</p>	
<p>4. SBCCD Promise Update</p>	<p>Scott: As you know, we're in cohort #2. We have two cohorts simultaneously on campus this year.</p> <p>Carmen: The team and campus community has done a wonderful job to help the program go virtual.</p> <p>Sharaf:</p>	

	<p>We had a very active summer. We had 40 zoom orientations and a welcome back orientation. We want to give everyone the opportunity for everyone to become acclimated to the online environment. We gave out Chromebooks. We allowed drop in counseling appointments of almost 1,600 students through cranium. We've been very busy making sure the platforms are ready for the students to access. We are making sure that our student in the second cohort are setting up counseling appointments.</p> <p>We created an online Student Success Guide for each of our areas in the First Year Experience; each area will have the link to their pages.</p> <p>We have a video on how to use canvas. We will have a degree planner.</p> <p>Shout out to our Outreach and Recruitment, Justine and Ariel, who stepped in to help out the students.</p> <p>Scott: We did a student services webinar for the flex week. Rania Hamdy has sent out links of the recording of the presentation with all the resources in student services.</p> <p>Carmen: We are working on a guide for the general population; this guide is specifically for FYE.</p>	
<p>5. Marketing Update</p>	<p>Scott: We've been able to make modifications to the site in hopes of being able to answer some of the questions students may have.</p> <p>Paul: The updates Scott was referring to are on the landing page of the the website. We also started the chat feature. From a marketing standpoint, we always use the website usage. We've seen weaker usage; we've seen a 16% drop in usage.</p>	

Overall, age wise we've decreased all across the board. The only increase is 65+. 40% decrease in users 35-44 age group.

I wouldn't say this is our record low because we saw similar numbers about 3 years ago.

Our campaigns are impacted. Overall, campaign impressions have declined. Social media has seen a consistent decline in engagement with higher education institutions. A topic is that if we market too aggressive can we seem to be insensitive with what's going on in the world.

Our social media engagement has also been slipping. People are not keeping education on top at the moment. There are times where education content is important but just not during COVID. Our social media reach has declined in general.

People are expressing interest; we're just not reaching the same amount of people.

I wanted to show you guys the chat bot. Our total volume since we launched, was 176 at our highest; we missed 11 and I checked with our team and it seems to be some sort of technical difficulty. If you do miss a chat you can always follow up with an email. Chat duration, people stay pretty engaged. Sentiment, has been pretty neutral. Not as busy as expected. For those departments looking to roll out the chat, don't expect to be inundated.

The funnel Charts

It's telling us that 13,318 total applied students; out of those 3,810 registered successfully and 3,512 are currently registered.

<https://dev.sbccd.edu/funnels>

	<p>I'm not too sure if the information is accurate. Does anyone have any questions about the accuracy of this information?</p> <p>Scott: We can see with the end user to see if the information is accurate. Our departments can look at the data to see if it accurately reflects the data within your department. This is definitely a good tool.</p> <p>Paul: Last thing I wanted to ask your opinion on is, with social media is we have been failing to engage students. We're kind of struggling is coming up with creative content without being insensitive. How would you guys feel if we showed people or the mascot on campus? Would that seem too insensitive?</p> <p>Christie: I agree that it might seem insensitive because some people are really hunkering down in the current situations.</p> <p>Ray:</p> <p>Paul: So maybe Blue in an at home setting?</p> <p>Scott: Maybe a 10 second clip of people engaging.</p> <p>Ray:</p> <p>Paul: Thanks for the feedback. We don't want to</p> <p>Another question, we're trying to add some type of incentive</p>	
<p>6. Work Group Updates/Status</p>		
<p>7. Other</p>	<p>Joseph: What we did last week Monday through Thursday was set up a virtual</p>	<p>Add AB705 as an agenda item.</p>

	<p>Welcome table. We had 61 recorded for Monday. Many questions were regarding canvas and not being able to reach the instructor. On Tuesday, we had about 25 students visit our chat line. On Wednesday, we recorded 14 students. On Thursday, we recorded _____. Students were happy they got to chat with a live person. Thanks to everyone who helped with the event. We are looking to hold more Q&amp;A's in the future.</p> <p>SSSP have done this in the past we are just doing it via zoom.</p> <p>Scott:</p> <p>Marco: Our main focus has been access and _____ to our students.</p> <p>Scott: Empathy and understanding is a great retention tool.</p>	
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Additional Information:

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