

SBVC
**Enrollment Management &
 Student Equity**

September 22, 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			Joseph Nguyen		
Dr. Dina Humble			Jennifer Bjerke		
Dr. James Smith			Justine Plemons		
Marco Cota			Kyle Stroud		
Brittany Hind			Mary Valdemar (Senate)		
Carmen Rodriguez			Paul Bratulin		
Dr. Stephanie Lewis			Pete Gonzalez		
Patty Quach			Dr. Raymond Carlos		
Deja Holland (ASG)			Ron Hastings		
Alicia Hallex			Sam Trejo		
April Dale-Carter			Sharaf Williams		
Ariel Davis			Tammy Vu		
Christie Gabriel-Millette (CSEA)			Ty Simpson		
Joanne Hinojosa			Yvonne Beebe		

TOPIC	DISCUSSION	FURTHER ACTION
1. Enrollment Update	<p>Scott: See Snapshot - We are about 2,800 less students and about 830 less FTES for our funding. It has come down which is good that means students we had are staying. The goal obviously is to retain the students but also provide them with support so they can be successful while they're here with us. I mentioned before, we do anticipate us making up or meeting our goal but will continue to share this this data as it comes in and I think I mentioned last time our main senses for full term courses has passed so that number 4,231 is a solid number and we will continue to monitor the short term courses that will be offering for the remainder the fall semester.</p>	
2. Enrollment Management and Student Equity Committee Plan Review		
3. Student Equity Update	<p>Scott: Carmen couldn't be here today but I can just give an overview of Student Equity. Carme is working on the</p>	

	<p>expenditure report for student equity which will be due at the end of the month.</p>	
<p>4. SBCCD Promise Update</p>	<p>Scott:</p> <p>As you know we have our promise students from cohort one with us and so those groups are working diligently in their classes with the promise team. Cohort three, I think I mentioned last time is on pause for now so we're going to be meeting with the district to go over the promise information and look at the budgets in regards to the deficit that the state has and then try to right size or balance out whatever we can in regards to promise. Looking forward we will present all that information to the district once we have a chance to compile it; and so we have the promised team, we have representation from both colleges. Once we you know keep getting more information promise for the third cohort in we will share that information. When questions comes up about the third cohort we're taking any applications. is there anything you want to add Sharaf?</p> <p>Sharaf:</p> <p>In regards to promise no that's where we are right now. so we are just supporting those students making sure we're keeping them engaged and enrolled in their classes. And I know that Justine and Ariel are doing their best to share with the high school communities that we are not currently accepting applications for the third cohort but we are promoting other programs that we offer at Valley and of course they will be open to apply to Valley for the next fall as of next month.</p> <p>Scott:</p> <p>Last year, the promise application opened October 1st to aligning with the FAFSA and the CSU and UC application. I mean those two pieces are critically important for our feeders</p>	

for high school partners we want them to continue to promote the college and culture. We want to continue to remind them of the great programs and services we have here at Valley and it is still the best educational deal in town hands down. It's important to continue to remind them they do need to finish those applications FAFSA, Dream Act and have the documentation submitted. Our cohort's one and two are whole and full and will continue to in the program.

Additionally, we have been working with a vendor called Siembra and this vendor has two different components or databases that we will have access to. One is from our feeder high schools which would be San Bernardino Unified, Colton and Rialto. We will have access to those students to promote the college going culture, to promote concurrent enrollment, to inform and promote San Bernardino Valley College. We will be working on messages that we can send to grade specific students. So, I want to mention it here. We want to start you know creating that template and then laying out for the 9th, 10th, 11th and 12th grade students so that we can start putting that information in front of them. We also will have access to how well those students are doing regarding the A-G requirements so will be a Able to see from our feeder schools which students are currently off track for meeting the A-G requirements which will allow us an opportunity to send targeted messages to those students as encouragement or reminder that higher education is a great option for them.

Once we have more information on Siembra, we'll share that. It has another component that deals with the college students so once they enter Valley you know there's a similar way to track those students, message those students to see if they're on

	track to complete their AA, AA-T, or certificate.	
5. Marketing Update	<p>Paul:</p> <p>The numbers from July and August, September isn't done yet. We don't have displays on campus where before we'd generate millions of estimated impressions now we're down to just hundreds. The marquis sign on Mount Vernon Avenue remains the same. We have a lot less events to cover on the content creation side. 5 events in August, 3 in July. Engagement has changed. We've had 20,000 campaign related actions. The biggest change was that we had a big influx of visitors to the website in August. Not as big as last year.</p> <p>We're looking at creating animated videos in this COVID environment. One of our professional experts was able to animate Blue since we can't video people on campus. We're testing out our capabilities. We debated whether the mascot has a voice, does the mascot talk. But we came down with no mascots do not talk so Blue will not talk. We went over Blue's gender – Blue is Blue. Blue represents the students. Hopefully we can be one of the first colleges to have an animated mascot. So we'll see how that goes. We're excited about that.</p> <p>We don't have a sample of Blue animated yet but we do have drafts. ASG would like a animation of Blue dancing.</p> <p>Another thing, our Google stats. Google is one of the biggest social media engagement for our campus. Based on a call with a Google analyst, our campus has the highest engagement ratings in our region. Our current rating on google is 3.9 – not the best but neighboring campuses have similar ratings. We haven't really</p>	

responded to reviews because there are so many that it inundates you.

One thing you may not know and we want to work on is that we have 360 degree tours. If you want to have virtual tours. We don't have every location available and we would like to get more of the interiors done while the campus is closed.

Another thing is the chatbot. As you remember, we implemented this the first week. The most impressions we had was August 17 which was the first day of the fall semester. It's tapered off so not too busy in September; today we had one for the entire day. It was a really nice trial run to see what kind of demand is out there. Overall we've received good ratings – we have Omar Castro doing a great job of referring and answering general questions.

Any questions?

Scott:

I think the chat is good for some areas because some areas have a higher volume than others and sometimes they can't get through. At least a live person is available through the chat for students to engage with.

Automatic email replies stating we'll get back to you in x amount of time which can help backlog emails being overwhelmed with students emailing over and over again. That's a great retention tool available to us.

Often times reviews are written when the student is disgruntled and not many times when they're satisfied so we have to try help our students out as much as possible.

A lot going on in marketing. We have a FQA created by outreach we can share.

6. Work Group Updates/Status

Ray:

We had some pretty intensive conversation about really what we're doing now when it comes to retention and then what do we need to plan for the future and that's going to result in a retention plan that we will go ahead and move with. The other plans that we were talking about what we can do now we all we realize that our decisions have to be evidence based we need to start looking at theory some best effective practices that happen and how we can model those on campus. There's been discussion on the type of evidence or data we need. One of them I think we already can get but it's the success retention persistent rates per division, department in course so we can start looking at gaps. It's the perfect time to start looking at asynchronous versus synchronous on student success and even to ask students which they prefer. Looking at our categorical programs the last I think it was last fall we started creating a list of some of the opportunities that are given to students in programs. We can continue looking at that retention and then start looking at what we can again bring to the larger student body.

We also look at engagement we know in theory that those who are involved outside the classroom or more likely to stay engaged with college and be successful. But let's look at the data those individuals that are part of clubs who attend activities and so on – are they more likely to be successful?

And then finally looking at our conduct, Title IX, BIT, and complaints that come in to see if there are a correlation on those and whether or not they stay in college as well. We came to the realization, and poor Christie, was in that meeting but we probably need more researchers for it. I just don't think there's a way that collect this data in invaluable time without moving forward so hopefully when the time comes this committee

can give that recommendation moving forward.

The retention plan, the long-term plan. We had a conversation really about how we can do our best to make sure that individuals know that this is a campuswide process; just like enrollment is campuswide how to keep students is also campuswide. So we started looking at Outreach, matriculation, engagement and how all those three almost the pathway, that Dr. Thayer described, the path in the past how those play an important role. So, we as we start to create this retention plan draft many of you are part of those programs and will be invited to really start to give your portion and to move forward and see what that looks like.

We also wanted to look at what happens inside the classroom and outside the classroom that we know best effective practices. For example, you know students are more likely to stay in the class where they know someone their class, so is a recommendation that in the first meeting in the instructors have an opportunity to force dialogue between students and so on so. There's a lot of effective practices that we can look into adopting and put into this retention plan.

We are also spend a lot of time talking about the importance of communication not just as a holistic way but also individual communication so want to pass this over to Kyle who wanted to share some information on that.

Kyle:

Hi everyone Kyle here thanks Ray for the intro there but what I was curious about is how information is disseminated to campus members like classified staff to faculty because what well I've notices I don't receive campus messaging as a classified staff member and I think if we receive

the same information that we're sending out to students like about our writing center or about her academic success centers tutoring food banks anything else that might give staff and faculty be a better ability to share those out with students.

So what's is there a certain process we have that we can send out notifications like that or I can get signed up for it?

Scott:

We try to be strategic in that we don't want to overwhelm their email inbox and so they ignore the emails. We have heard from classified, faculty, administration, managers that getting the information that students receive is helpful because then there's the ability to, if it comes up in class or in and outside of class, to have some context. Jason Brady is the person, it comes to me for approval, Jason's the one who sends it out, Paul does secondarily if Jason not available for student messages.

There is a desire for coordination so that staff get the information sent to students.

Paul:

The question would be who would be compiling the digest and who would be collecting the sources? We don't have the component where someone is compiling it, editing it, proof reading. I tried proof reading everything when I first started I couldn't. There were not enough hours in the day to proofread and I wouldn't be able to do anything else but proof read.

I think that's an awesome idea. One way to see what students are getting is signing up for a student email.

Ray:

You're spot on. We're looking at the lens of retention. If you're all okay with would like to take on that task.

	<p>Students prefer to be text versus email.</p> <p>Justine: Doesn't Joseph send out a newsletter?</p> <p>Ray: Yes, but I don't believe staff receives it.</p> <p>Sharaf: Maybe sign staff up to receive the newsletter.</p> <p>Joseph: Back to the newsletter, it does go out to students. I don't know if we are given the okay and distribution list but we can copy anyone as long as it's approved. We are working on the October newsletter and we're promoting the new FAFSA cycle and CSU and UC application. Once again, getting the newsletter to everyone is possible.</p> <p>Scott: Maybe the retention group can create a structure with a list of those wishing to receive the newsletter. Maybe create a calendar and make it accessible to staff.</p> <p>Ray: I just want to reiterate the need of researchers.</p>	
<p>7. AB705</p>	<p>Scott: AB705 will be discussed in the community meeting tomorrow night. Next meeting we can share the information from the community meeting with some context. Is there anything you want to add to that Christie?</p> <p>Christie: We're actually planning on presenting the summary of what we've found at the meeting. If you can possibly attend that that would be an opportunity to discuss it and we're going to have several breakout rooms for that as well. I think everybody here</p>	

	<p>is probably seen what we've already done so there isn't anything new it's still a work in progress.</p> <p>Scott: Tomorrow I think would be a good conversation and then we can bring it back as a follow up as a bigger conversation.</p>	
<p>8. Campus Climate Survey – Dr. James Smith</p>	<p>Scott: Campus Climate we might not have needed it on. Christie do you have anything on that?</p> <p>Christie: Dena Peters is finalizing the results and they should be available on the website by the end of the week.</p> <p>Let me get back to you in the next meeting. Everything should be up by then and if you want a summary I can also talk about that also.</p> <p>Scott: Yes that would be great.</p>	
<p>9. Faculty Co-Chair</p>	<p>Scott: Faculty co-chair, I did get a reply. We can note it in our minutes.</p> <p>Yvonne: Yes, I would like to get a little more information on the role.</p> <p>Scott: Agenda and minutes are taken care by my office; in the event that I am not able to make it you can run the meeting; and you can share the information going on here with the academic senate.</p> <p>Yvonne: Yes, would you like to leave it to the next meeting in case anyone else is interested? I am more than happy to.</p> <p>Scott: Yes. We can vote in our next meeting.</p>	<p>Vote in Faculty Co-Chair</p>
<p>10. Other</p>	<p>Scott: Any announcements? Other items you would like to share?</p>	

	<p>Tomorrow at 5 pm is the campus community meeting.</p> <p>Ty: Can I just add there is a Guided Pathway's meeting today at 3pm.</p> <p>Jenifer: Just for fun I started a discord for MESA and we have about 35 followers. You don't have to join I just pop in there to make sure the conversations are scholarly.</p> <p>Scott: Any other announcements?</p> <p>High school and technical careers event is on Friday.</p> <p>Adjourn.</p>	
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Additional Information:

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