

SBVC
Enrollment Management &
Student Equity

October 13, 2020
 1:00-2:00 p.m.
 Zoom 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
Dr. Scott Thayer		X	Jennifer Bjerke	X	
Dr. Dina Humble	X		Justine Plemons		X
Dr. James Smith		X	Kyle Stroud	X	
Marco Cota		X	Larry Brunson		X
Brittany Hind		X	Mary Valdemar (Senate)		X
Carmen Rodriguez		X	Paul Bratulin		X
Dr. Stephanie Lewis		X	Pete Gonzalez		X
Patty Quach	X		Dr. Raymond Carlos		X
Deja Holland (ASG)	X		Ron Hastings	X	
Alicia Hallex	X		Sam Trejo		X
April Dale-Carter		X	Sharaf Williams		X
Ariel Davis	X		Tammy Vu	X	
Christie Gabriel-Millette (CSEA)		X	Ty Simpson	X	
Joanne Hinojosa		X	Yvonne Beebe		X
Joseph Nguyen	X				

TOPIC	DISCUSSION	FURTHER ACTION
1. Faculty Co-Chair	<p>Yvonne Beebe, math faculty, was nominated as Faculty Co-Chair by Scott.</p> <p>Carmen motioned to approve.</p> <p>Marco seconded the motion.</p> <p>No discussion.</p> <p>Comments: Carmen: Thank you Yvonne.</p> <p>Yvonne: Glad to be a part of the group.</p> <p>Yay: 17 Nay: 0 Abstentions: 0</p> <p>Yvonne was unanimously voted as Faculty Co-Chair.</p>	
2. Enrollment Update	<p>Scott: EIS Daily Snapshot</p>	

	<p>The number of active students and seat count are indicators are the numbers we look at. We are at about 2,700 less students. We have about 864 less than we had a year ago.</p> <p>We had late-start courses that we will keep track of.</p> <p>Last year we exceeded our targeted number. We've hit our target every year for the last few years so we anticipate doing so this year. The next big thing happening for us is the spring registration beginning November 2nd.</p> <p>Any questions about enrollment or registration?</p>	
<p>3. Enrollment Management and Student Equity Committee Plan Review</p>		
<p>4. Student Equity Update</p>	<p>Carmen: Our expenditure report was due October 2nd. And we have to spend all the funds for the 2018-2019 and we were successful.</p> <p>Last Wednesday we had a meeting with all Region 9 student equity leaders to discuss what's going on in each campus and we're not behind. We're discussing anti-racism and how curriculum is changing to include everyone. Our next meeting is going to be in November.</p> <p>We have the HACU conference coming up where we will be sending 17 students. It will be October 26-28th virtually. We working on an orientation date to cover expectations and what they can expect.</p> <p>We also have the A2MEND conference. We're looking to have 22 students participate in the conference.</p> <p>Carmen to lead the remainder of the meeting. Scott was requested to attend another conference to facilitate accreditation conversations.</p>	

<p>5. SBCCD Promise Update</p>	<p>Carmen: We will not be recruiting for the next year. We are still recruiting for students to attend Valley as their educational platform.</p> <p>There is a task force with 5 members from Crafton and 5 members from Valley that will be meeting to analyze how we incorporate the analysis gathered. There will be a resource team to gather insight.</p> <p>Any questions?</p>	
<p>6. Marketing Update</p>	<p>Paul: Working with our consultant 25th Hour, we've seen a significant shift on how media is used. There's a heavy social media and web presence.</p> <p>See attachments.</p> <p>If we were to receive \$100,000 for advertising, we can generate 14 million impressions across many platforms.</p> <p>We can measure many things but we don't have the technology to measure exact conversions to student. That way we can measure our marketing impression.</p> <p>Stephanie: Paul, we don't have a platform where we can determine how that social media translate into students?</p> <p>Paul: Correct, we can't say if I go into a Facebook page I can't tell if they've become a student. We can only guess. We want to complete that funnel.</p> <p>One of the technologies we have is the smart mailer where 25th Hour is able to identify their IP address and mail them a card to their house. IP address change and we don't know if it will work.</p> <p>Stephanie:</p>	

Are there other community colleges that have made that connection or are we the only ones?

Paul:

That I know of we all are trying to figure it out.

We're looking at having a CRM but that's in the future.

Using our best judgement we're looking at where we can generate the best impressions.

We'll see how much the advertising funds the college can provide. If not we can always use our own media which is good.

I am also working with the city of Colton and the city of San Bernardino to put up street banners. The locations are up north on Mt. Vernon in San Bernardino and on Valley Blvd. in Colton.

SO that's our external campaign.

Our internal campaign, we typically don't spend money on internal campaigns like emails.

One question came up is our opportunity drawing. We picked our winners but then COVID happened. We didn't hand out the gifts which we need to do.

For upcoming drawings we're thinking of what people want. Are they tired of technology, do they want Amazon gift cards?

Ray:

I think what you give out works. It's not that we don't have incoming students it's that our current students aren't coming back. I think we had conversations on retention or persistence and offer opportunity drawings for students who keep coming back semester after semester.

Paul:
I think that's a great segue to my next topic.

You all might remember a media preference survey we had which sort of informs our advertising choices and the way we communicate with our students. The last one we had was pre-COVID we had one of our students won the regional prize. We had a really a high participation rate from our campus. This year the state chancellor's office is paying for the survey to be done statewide and they're asking for the colleges to come up with stuff to give away to try to encourage students to participate.

Does anyone have anything lying around they can give away or any suggestions on what we can give away?

Justine:
Outreach has stuff to give away.

Paul:
Okay. Can you provide a list of what you have and the worth?

Justine:
Yes. If you want an exact price I can tabulate that for you?

Sharaf:
Maybe a sweatshirt, we can put t-shirt, a blanket... cause student's love Valley gear.

Ray:
If you put up a plan we can ask for funds from ASG. We can put it on the next agenda.

Paul:
Great.

Justine:
When do you need it by?

Paul:
The sooner the better. We want to get students while they're still engaged

and I know near finals students are busy with that.

The last item Scott wanted me to share the Chatbot with you. We were looking of having professional experts manage the chatbot but if the numbers are low we were thinking of just having staff manage it. The recommendation is who will be willing to manage it. Any volunteers?

Ray:
You have volunteers managing it right now?

Paul:
No, we have volunteers. I don't want to put anyone on the spot but if anyone would like to volunteer to manage it that would be great.

Ray:
Do we have a question where we ask student where they heard about Valley?

Paul:
Yes, in the college application we have a question with about 12 options to choose from.

25% of our incoming class said on the survey that they heard about Valley from some sort of marketing effort. So whether it be billboard or website, or something related to marketing. About 50% said they heard about Valley from some sort of outreach effort. So that would be counseling efforts, current employee. Vast majority is word of mouth and high school.

But that survey hasn't worked properly for the last few years and I've been working with district to fix it.

Ray:
I would suggest we include a question not on how they saw Valley or how they heard about Valley but rather those ways convinced them to attend Valley. There's another point to that question.

	<p>Paul: Absolutely. I will check with district to get that working again.</p> <p>I guess that's all I have.</p> <p>Any questions or comments?</p>	
7. Work Group Updates/Status	<p>Ray: No update this point but we will have an extensive update next meeting.</p> <p>Just a reminder, we're meeting Thursday's from 1-2 pm. It's a very quick intense meeting. Feel free to show up.</p> <p>But a bigger report in two weeks.</p> <p>Carmen: Any other workgroups?</p>	
8. AB705	<p>Stephanie: Perhaps Yvonne has input on the math department.</p> <p>Yvonne: We're meeting today at 3 pm to discuss AB 705. We're meeting with the senate executive.</p> <p>Thank you.</p>	
9. Campus Climate Survey – Dr. James Smith	<p>Dr. Smith: I don't have anything to report on that today.</p>	
10. Other	<p>Adjourn.</p>	

Additional Information: