

SBVC
**Enrollment Management &
 Student Equity**

February 9, 2021
 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	Joseph Nguyen		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

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 01/26/21 minutes.	Minutes approved.	
2. Enrollment Update	<ul style="list-style-type: none"> • COVID-19 is the biggest impact to enrollment. • Census was Sunday, February 7th. <ul style="list-style-type: none"> ○ 18-19% less 	
3. Student Equity Update	<ul style="list-style-type: none"> • Addressing Disproportionate gaps - Guardian Scholars is hosting a series of workshops to encourage. <ul style="list-style-type: none"> ○ February 23, March 23, April 23 and May 11 from 4pm-5pm • 95% of students continued from fall to spring. • Foster Youth will be receiving \$400 book voucher for the spring semester. 	
4. SBCCD Promise Update	<ul style="list-style-type: none"> • Meeting for Cohort 1 to see who will be graduating and who will be continuing. 	

	<ul style="list-style-type: none"> • Promise Taskforce Survey will be sent out to students to see how Promise has impacted students and different components. • Promise is on hold for now. • Student phone calls are being made to find out why students are no registered for classes. Top responses: <ul style="list-style-type: none"> ○ Students have been appreciative. ○ Some students have been academically dismissed. ○ Students work hours have been increased. 	
<p>5. Marketing Update</p>	<ul style="list-style-type: none"> • FINAL CAMPAIGN NUMBERS (excel spreadsheet): <ul style="list-style-type: none"> ○ Campaign was smaller – scaled down. ○ Mass media platforms were outdoor. ○ Cost effective was up. <ul style="list-style-type: none"> ▪ Facebook and Instagram were okay. ▪ YouTube did better. ▪ Snapchat did worse. • Phone-banking is appearing to be effective. <ul style="list-style-type: none"> ▪ Old school but effective. ○ VVC was down about 20% January 1st. Phone-banking proved to be highly effective. • CRM: Marketing developing CRM. <ul style="list-style-type: none"> ○ Main audience is registered students. ○ CRM creating automated messages. ○ Current registered easiest to reach. ○ Previously registered – how far back would we go back? 1-2 semester behind of course. 	

	<ul style="list-style-type: none"> ○ Never registered applicants – only 30% registered out of all CCCapply applications. ○ Inactive student population – warmer leads. ○ Prospective applicants – contact form when someone visits the website. ● Post cards are about 10-cents each. 	
6. Work Group Updates/Status	Tabled for 02/23/21 meeting.	
7. Retention Update	Tabled for 02/23/21 meeting.	
8. Communication <ul style="list-style-type: none"> ● AB705 meeting – Counseling and Math <ul style="list-style-type: none"> ○ Establish regular meetings (few times throughout semester) ● Best communication policy on recommended math courses – contact math chair. 	<ul style="list-style-type: none"> ● Update on math department webpage. ● Email any information you'd like to see on the math page. ● A regular meeting between student services and the math department to meet once or twice a semester to have open communication with ongoing changes. <p>Question: why are some math courses by petition only? This makes registering difficult.</p> <p>Are they STEM courses? I believe so.</p> <p>Historically, the cohorts were created for STEM students. As of this semester, petitions are being removed.</p>	
9. Enrollment Management Plan feedback review	Tabled for 02/23/21 meeting.	Plan will be emialed for committee members to review 10 areas of focus.

<ul style="list-style-type: none"> Identify and map activities to align with areas of focus. 		
<p>10. Other</p>	<p>WebAdvisor will no longer be used at the end of the 2021 calendar year.</p> <p>Question: Is there a video to help students with the WebAdvisor process?</p> <p>Marketing does have a video.</p> <p>Question: Is there a video regarding the orientation process?</p> <p>It should be in the video marketing has.</p> <p>Identifying the gaps in enrollment and looking at the steps might help.</p> <p>Departments need to be careful with information overload. How much is too much?</p> <p>Full Measure is a texting campaign for students to receive notifications.</p> <p>There is a large number of people who apply for FAFSA and do not register for Valley. We can get that information hopefully including contact information.</p> <p>State Chancellors Office can get a list from CCCApply.</p> <p>Spammers are trying to get .edu accounts for the discounts. TESS is trying to figure out ways to limit the restrictions to allow students to get through and block scammers/spam.</p>	<p>Marketing to present video next meeting.</p> <p>Compile a list to expand response choices for survey questions.</p>

Additional Information: