

SBVC
Enrollment Management &
Student Equity

March 09, 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 02/23/21 minutes.	Joanne Motions for approval. Raymond Seconds. No objections. No comments/edits. No abstentions. 02/23/21 Minutes approved.	
2. Enrollment Update	Enrollment has been steady with a recent uptick. Summer/fall registration coming soon.	
3. Student Equity Update	Student Equity sponsored A2MEND conference as well as Guardian Students and LGBTQ+ students.	
4. SBCCD Promise Update	Promise students are working diligently and some graduating in May. District wide Promise group will provide analysis. Survey will be sent out soon.	

<p>5. Marketing Update</p>	<p>8,500 students were contact and mailed cards. Feedback is being tabulated. A recommendation was made to screen list to yield better results. Good feedback on social media from students.</p> <p>Is there a way for students to opt for a “leave of absence” in lieu of having to reapply anytime a major term was missed? Maybe we can take a look at that.</p> <p>Marketing is working on capturing more perspective students by requesting general information upon clicking the “apply” button on our website. Offering a live chat to help students throughout the process.</p> <p>Marketing published a video to assist student with registration and WebAdvisor.</p>	
<p>6. Work Group Updates/Status</p>	<p>Full measure is a messaging services where we can send text messages to targeted student’s groups with specific messages.</p> <p>High student response/engagement rates using full measure.</p>	
<p>7. Retention Update</p>	<p>N/A</p>	
<p>8. Communication</p>	<p>N/A</p>	
<p>9. Enrollment Management Plan feedback review</p> <ul style="list-style-type: none"> • Identify and map activities to align with areas of focus. 	<p>To be reviewed next committee meeting.</p>	<p>Committee members to review areas to update plan.</p>

Additional Information:

Outstanding Student Balances:

SP2020: 2,359 Students with a balance of \$252,808
 SP2020: 1,093 Students with a balance of \$73,696
 FA2020: 2,301 Students with a balance of \$521,059

Other:

Pantry will be serving hot foods to students.
 Food cards and gift cards are available; students need to be identified.