

SBVC
Enrollment Management &
Student Equity

August 10, 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 (Amanda Moody)		X
Joanna Oxendine		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	
Abena Wahab	X		Miguel Ortiz	X	

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 7/27/2021 Minutes.	Ray Carlos moved, Pete Gonzalez seconded. Motion to approve the Minutes was passed.	
2. Enrollment Update	Enrollment update was discussed with 3100 FTE's as of now for Fall semester, which is 840 less than a year ago.	Continue to encourage registration for the Fall semester, and not just the August 16 start date but also late start classes.
3. Fall Registration	Fall Orientation and Convocation is August 10-13, 2021 with a variety of events taking place. New Student Welcome Day is August 11.	
4. Enrollment Management Plan	No updates at this time.	

<p>5. Retention Work Group Update</p>	<p>Hotspots and Chromebooks are available for students to check out, however, there was a glitch. Students were asked to register online for these items but needed the hotspot to do so.</p>	<p>This will be fixed shortly. A campaign using Full Measure is in process where students can text SBVC resources, and will be able to text keyword Chromebook or Hotspot, they will receive a text message and will pick up their item at the Library. Virtual tours that are mobile friendly are being reviewed. QR codes will be placed in strategic areas for students to scan for information.</p>
<p>6. Student Equity Update</p>	<p>No updates at this time.</p>	
<p>7. Marketing Update</p>	<p>The summer campaign just ended and we are now in the fall push on social media to make sure students know the campus is open. The Books Plus program will be incorporated into the campaign along with free parking in student lots. Big target is students who have previously taken classes.</p>	<p>Lawn signs, A frames, posters and banners are going to be put out. Welcome tables will be out the first week of classes. Advertising will resume at bus stops and theatres.</p>
<p>8. Other</p>	<p>A Phone Banking campaign is being coordinated by Marco Cota and Carmen Rodriguez. Christie provided the list of students as requested at the last meeting.</p> <p>The Student Services Newsletter went out and provides good information for students.</p> <p>Christie attended a webinar that shared information, some of which had been discussed in Guided Pathways, about starting with the end goal. Not just listing courses but also careers, salaries and skills to plan ahead.</p> <p>Stephanie brought up a feature for students to pull up more information, such as Department Chair, etc.</p>	<p>Emails and texts have been sent out to students to update their phone numbers but many of them have been incorrect. Notations will be made on the list provided and Christie will run it again at a later date.</p> <p>Paul mentioned an upgrade to the MC contract might be needed. He will email Christie the website info and she will report at the next meeting.</p> <p>Stephanie will follow up with Kay Dee on the Curriculum Committee and report back at the next meeting.</p>