

**SBVC**  
**Enrollment Management &**  
**Student Equity**

May 10, 2022  
 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
Olivia Rosas, Interim VPSS, Chair		X	Joseph Nguyen		X
Dr. Dina Humble, Co-Chair	X		Miguel Ortiz		X
Yvonne Beebe, Co-Chair	X		Joanna Oxendine		X
Paul Bratulin	X		Justine Plemons	X	
Larry Brunson		X	Patty Quach	X	
Dr. Raymond Carlos		X	Carmen Rodriguez		X
Marco Cota		X	Kyle Stroud		X
April Dale		X	Sam Trejo		X
Ariel Davis	X		Mary Valdemar (Senate)		X
Christie Gabriel-Millette (CSEA)		X	Tammy Vu	X	
Pete Gonzalez		X	Abena Weber		X
Ron Hastings	X		Sharaf Williams		X
Brittany Hind		X	Sophia Zamora (ASG)	X	
Joanne Hinojosa		X	Vanessa Thomas		X
Dr. Stephanie Lewis		X			
Stephanie Mathis (ASG)	X				

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 4/26/2022 Minutes.	Kyle motions to approve. Ray seconds the motion. Minutes approved as written.	
2. Enrollment Update - Olivia & Dina	FTE's need to be doubled. Enrollment is at 715. 44% in person and a little over 56% online. Summer is at 1,369.  Students have been emailed regarding vaccine not being required. Phone banking to commence next week.  Fall is a little low. We are 1,047 FTES and we need that doubled; it's still too early to tell.  We are trying to see what works best for our students with the 90-day survey.	

<p>3. Commencement</p>	<p>Commencement breakfast is on the 24<sup>th</sup>. Volunteers are needed. Over 500 RSVPs from 2020, 2021 &amp; 2022 have been received. Stage party rehearsal will take place also.</p> <p>837 student RSVPs. Deadline is May 13<sup>th</sup>. Students who missed the deadline can meet with the counselor and the counselor can email Ray and/or OSL.</p> <p>Names will be prerecorded this year. Student will scan a bar code that will broadcast their names.</p> <p>SBVC Musical Ensemble and Choir to perform.</p>	
<p>4. Student Equity Update - Carmen</p>	<p>Data is being collected for Student Equity Plan. Focus groups are being created. Meeting to be held tomorrow.</p> <p>Meetings are being set up.</p>	<p>Carmen to present on the next enrollment management meeting.</p>
<p>5. Marketing Update – Paul</p>	<p>Pending board approval, a marketing firm was recommended.</p> <p>Summerfest is coming up July 25, 2022.</p>	
<p>6. Recruitment and Enrollment Strategies for Fall 2022</p>	<p>Three Ideas to attract students to campus or reengage students who have left.</p> <p>Strategies used:</p> <ol style="list-style-type: none"> <li>1. Institutional HERFF Funding - Paying off student debt.</li> <li>2. Books+ program to be continued throughout FY 22-23</li> <li>3. Given HERFF Funding to students.</li> <li>4. Not charging students for parking. Exploring the option to continue offering free parking through summer and fall.</li> </ol> <p>Other Suggestions:</p> <ol style="list-style-type: none"> <li>1. Open House for Adult ED.</li> <li>2. Post Cards.</li> <li>3. Virtual help beyond the 8-5. After hours (night).</li> </ol>	

	<ol style="list-style-type: none"> <li>4. Alumni Spotlights highlighting high school students coming to SBVC.</li> <li>5. Student Support for items such as childcare, food, increase free lunch program and find ways to better support part-time students.</li> <li>6. Offering student employment and have different departments looking for student help participate.</li> <li>7. Welcome Day for all students and not only new students. Provide starter kits (backpacks with supplies).</li> <li>8. Looking at who are student are to better support them as necessary.</li> </ol> <p>Stats Provided by Christie: Fill rates for summer and fall. In person 13% - Distance Education is 47%.</p>	
<p>7. Other Items and next meeting- TBD - No Meeting on 05.24.22</p>	<p>Spotlight awards this Friday in Campus Center.</p>	

Additional Information:

State Chancellor's Site:

<https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/Educational-Services-and-Support/Student-Service/What-we-do/Student-Equity>

San Diego Mesa College Site:

<https://www.sdmesa.edu/student-services/student-development/sea/sea-efforts.shtml>

Recruitment and Enrollment Strategis Article:

<https://calmatters.org/education/higher-education/2022/03/community-college-enrollment/>