

SBVC
Enrollment Management &
Student Equity

September 27, 2022

MINUTES

1:00-2:00 p.m.

President's Conference Room and Zoom Conference Room

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 | Amanda Moody | X | |
| Dr. Dina Humble, Co-Chair | X | | Sandra Moore | | X |
| Yvonne Beebe, Co-Chair | X | | Joseph Nguyen | | X |
| Paul Bratulin | | X | Miguel Ortiz | X | |
| Larry Brunson | | X | Dr. Joanna Oxendine | | X |
| Keynasia Buffong | X | | Justine Plemons | X | |
| Dr. Raymond Carlos | | X | Patty Quach | | X |
| Marco Cota | X | | Carmen Rodriguez | | X |
| April Dale | | X | Daniele Smith-Morton | X | |
| Christie Gabriel-Millette (CSEA) | | X | Dr. John Stankas | X | |
| Pete Gonzalez | | X | Michelle Tinico | | X |
| Ron Hastings | X | | Sam Trejo | | X |
| Joanne Hinojosa | | X | Mary Valdemar (Senate) | X | |
| Alma Lopez | | X | Abena Weber | X | |
| | | | Sharaf Williams | | X |

| TOPIC | DISCUSSION | FURTHER ACTION |
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| 1. Approval of 8/23/2022 Minutes. | Carmen motions to approve minutes. Sharaf seconds the motion. No abstentions. No nays. Minutes approved as written. | |
| 2. Fall 2022 Enrollment Update 1. Late start courses and waitlist process 2. Spring 2023 registration 3. Spring 2022 PhoneBanking/Telemarketing efforts | Enrollment for fall is at a headcount of 10,863 students. That equals to 3,520 FTES. Last year, fall 2021, we were at 9,620 headcounts. Waitlist process: Faculty members provide waitlist to department chairs so additional courses are added. 4 additional math courses were added because waitlists warranted the addition of new courses. Spring Priority Reg. October 31 – November 17, 2022. Priority registration dates have been provided by April (A & R). | Michelle to ask Melissa if student information collected by marketing can be entered into starfish. |

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| | <p>Phone banking strategy has paid off. The approach for spring is to request a report from A & R of students who have 30 units or less to transfer, graduate, etc., to encourage completion. Campaign to begin after the fall break.</p> <p>Christie suggested texting students regarding enrollment outreach. Ray said it was possible if we could get a list of students who have 30 units or more to complete.</p> <p>Paul mentioned that texting is possible but having a CRM to track how often this happens will be useful.</p> <p>Starfish is being explored to see what capabilities it has to connect with students from the interest stage to matriculation.</p> <p>Paul added that having a centralized reporting as to how many times, when and what we are texting students would help. Starfish might help in that area as well.</p> <p>Michelle included that her and Nancy built a cohort in Starfish for students or prospective students who have applied or submitted an application for spring 2023. There are 1,038 students have applied for spring. Outreach team can use data to reach out to students regarding orientation, placement, and ed plans in preparation of upcoming semester.</p> <p>Paul mentioned that a list of prospective students who have clicked the “apply” is being collected by marketing. Names, phone numbers and emails are available. There needs to be a link between that excel spreadsheet and Star Fish. A research request can be submitted for a report to be completed. If research or TESS can streamline the</p> | |
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| | <p>information to have the data converted into Starfish.</p> <p>A research request can be submitted for a report.</p> <p>Christie brought it to the attention of the committee that the Career Assessment page has 4 different research resources but only 1 has an actual link; the rest request for code or lead to call an organization. Career assessments cost money. Can this be expanded to get peak student interest?</p> <p>Assessment tools are in transfer & career center.</p> | |
| <p>3. Student Equity Plan Update– Carmen</p> | <p>Presentations have been conducted at the Academic senate and classified senate. Presentations and an open forum are being planned. Presentations include College Council and Cabinet. Deadline to submit plan is November 30, 2022.</p> <p>The goal is to close the educational gap with our Black student population. There is a large gap in enrollment, retention, math, math and English transfer and completion.</p> <p>A draft will be provided on October 4th.</p> <p>The aim is to be thoughtful and intentional about the outcomes.</p> <p>A dashboard has been created to see where our Black and African American students stand.</p> | |
| <p>4. Marketing Update – Paul</p> | <p>Update from marketing campaign. Pretty good results, but a new partner will be sought out for the spring.</p> <p>New media marketing firm to be selected.</p> <p>We are number 8 in southern California amongst all colleges and universities on TikTok. Most popular in the Inland Empire. This is hard to</p> | |

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| | <p>do but we continue to grow. Dr. Thayer and Paul presented on marketing.</p> <p>One of Joanne’s staff members has offered to offer a guidebook supplemental to student success book that guides students throughout the semester including important dates. Pilot this semester. Spring & Spanish publication are in the works.</p> | |
| <p>5. Student Services Monthly Events</p> <ol style="list-style-type: none"> 1. September Programs – Hispanic Heritage Month 2. HACU Conference – October 7-10 3. Student Accessibility Services – Ability Awareness Week – October 11-14 4. Undocumented Student Action Week – October 17-21 5. Cal Fresh Week – October 11, 2022 | <p>Olivia’s Update: Student Resource Fair and Black to school Night were successful.</p> <p>Student Accessibility Awareness week is upcoming. Flyer has been sent out.</p> <p>Carmen’s Update: Hispanic Heritage Month – Rafael Augustine did a virtual presentation. 9/29 at 1 PM Maricruz Sibaja.</p> <p>18 students will be going to the HACU conference next week in San Diego. Faculty, staff, and administrators will be attending. Student will present on their experience. Orientation was last week.</p> <p>Sharaf’s Update: Undocumented Student Action Week for Dreamer students is upcoming.</p> <p>Valleybound program application will open October 3rd.</p> <p>Accepting students for FYE. Reentry and part-time students are welcome.</p> <p>Next big event is Senior Day first week in April.</p> <p>Black Excellence last week of April.</p> <p>Ray’s Update: Cal Fresh starts October 24th. Looking at social media events and tabling. We are participating in the Healthy IE program. This allows us to offer Cal</p> | |

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| | <p>Fresh to CTE students. Any student that is in a CTE programs automatically qualify for Cal Fresh.</p> <p>April's update: SBVC is now a part of the California Virtual Campus Exchange allows program which allows students to take online classes without having to apply for different classes. The home college is whatever college the student is enrolled in. But if a student needs a class that isn't being offered at their school they can enroll at another college within the exchange. The exchange program is still being finalized. More to come.</p> | |
| <p>6. Next Meeting: October 11, 2022</p> | | |

Additional Information: