

SBVC
Enrollment Management &
Student Equity

January 10, 2023

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

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 12/13/2022 Minutes	Carmen motion to approve minutes. Dina seconds the motion. No edits. Minutes approved as written.	
2. Spring 2023 Enrollment Update	Scott shared EIS Snapshot. As of this morning, our numbers are growing. Within this week, we should increase about 300-400 FTES for our total of spring. This week and next week are critical weeks. We are up from a year ago. We have not gotten back to our pre-pandemic levels. However, we are up 205 FTES which equates to about 7% from a year ago. This is almost 500 more students. The one area we are down is the Nonresident area. We are currently 5% below from spring 2021. Spring of 2020 was our all time high. Even though our numbers are low we're still trending up. Our goal is to meet 5% growth for the year.	

<p>3. Student Equity Plan – Carmen</p>	<p>Carmen provided update. The student equity plan has been submitted to the chancellor's office and is going to board this Thursday.</p> <p>Throughout the year we are going to have meetings to verify that we are meeting our goals. We will continue with the institute, our core group, and have student focus groups. Not only with our black student population but with all student populations.</p> <p>We are trying to create a collaboration with constituents. We want to make sure we serve our black student population to close those gaps. More to come, but for now we have a plan of action. And we look forward to making sure we meet our goal.</p>	
<p>4. Enrollment Management Plan</p>	<p>Scott briefed that we will be reviewing the enrollment management plan, validate the areas of emphasis, and route it for approval. We will look at the 10 areas of focus to see what is applicable or if anything is missing.</p>	<p>Kathy to send out enrollment management plan to committee.</p>
<p>5. Marketing Update – Paul</p>	<p>Paul provided the marketing update and shared screen for marketing breakdown. As you all may know the district worked with Gallegos marketing last year which had a lot of outdoor emphasis. Just as a group the quality wasn't there. We switched to Interact who works specifically with community colleges across the country. Their recommendation was to switch out of the outdoor advertising to PPC (page search). Which is anytime someone searches on google they are directed to our webpage.</p> <p>The districtwide marketing campaign ad type for the semester includes page search display ads on mobile devices, YouTube, Facebook, Snapchat, Spotify, traditional radio, and TikTok. A lot of it is already</p>	

	<p>active. We are hoping this type of advertisement will drive enrollment up.</p> <p>\$260,000 is being spent between Valley and Crafton. We are using more money than we ever have in advertising in the past. The amount of money being spent per enrolled student has grown over the last few years. It seems like it's harder than ever to get students to do anything on campus since the pandemic. Marketing the online education, we're competing with every toother college in the country. If you can do your education online, then why would you do it at SBVC.</p> <p>We are seeing in our social media landscape that Facebook a starting to plateau and decline almost across the board. Almost all colleges are seeing the same decline. Very few colleges are seeing any type of growth on Facebook. Twitter has also been declining across colleges. There was never really and strong the point for community colleges but now it's really in a downward trend. Instagram is okay. We are the top Community College on Twitter. We are the top four Community College in an Instagram. We are in the top three Community Colleges in LinkedIn. That platform continues to grow. YouTube were kind of struggling. We are rethinking our strategies for YouTube. Our biggest concern is our biggest platform is declining across the country. On TikTok we are the number one Community College. I would venture to say in the country. On Discord, you see are the only two colleges.</p> <p>What that means for overall social media following as of December, 63% are Facebook, 15% is Instagram, 14% are LinkedIn, Twitter is 7%. I think we</p>	
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should start investing considering that our biggest the following comes from Facebook and Twitter and they're both declining.

Overall, the landscape is shifting on social media. We have to see where audiences are? What are they reading? What are they focusing on?

We are chasing the data to see where everyone is and why our advertising isn't hitting home the way it did a few years ago.

What I can predict is that we are going to put an ever more emphasis on social media. If TikTok keeps growing we're going to need to invest in that.

Ray asked what the Instagram numbers were?

Paul stated we have about 19,000 followers throughout all our departments. Huge percentage of our followings are Facebook and Instagram.

Part of our YouTube strategy is doing 360 videos. Links to check those videos out below.

<https://www.youtube.com/watch?v=JitKXeoluFU>

<https://www.youtube.com/watch?v=5Px8A3wvE>

Ray added, a national study shows that our high school students are highly influenced by their parents. Are we targeting the parents?

Paul answered that, yes, we have ads targeting our parent target population. The older demographic will probably stay on Facebook and Facebook will do everything they can to keep them.

<p>6. Upcoming Student Services and Campus Events (everyone)</p>	<p>Carmen provided an update on the phone banking. We have been calling students who have not register for classes. We are working through a list of students who have not registered and trying to see what we need to do to get them to come back.</p> <p>Scott added that the list started at 6,000 and now were at 4,000.</p> <p>Ray provided an update for the Office of Student Life. Students have been text messaged a link to promote registration. Today another text message went out specifically for some of the programs. If you have any special populations that you want us to send a text message to and ask them to respond specifically to a certain person, we can set that up.</p> <p>We are debating whether to open for students to respond via text. Right now, they cannot respond via text but we're looking to open that up.</p> <p>Keynasia responded to Ray stating that Umoja has a list of students we would like to set up for text messaging.</p> <p>Ray, send me that list and I can set that up.</p> <p>John provided an update. The strategy for the Science Center has been long term. We can't just add classes that have significant prerequisites and expect them to fill. We need to work around filling equity gaps in the region and creating cohorts of specific students to move through in a community base with a lot of support. I'm looking at our performance data in terms of fall for success. We do not have a measurable disproportionate impact in biology 100 or 110. We are serving about half the percentage of African American student compared to the</p>	
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	<p>campus population. Even though we have worked on the disproportionate impact for that population enrolled in those classes, we need to figure out how to reach out to the rest of the campus community and the community at large to create cohorts that will move through the STEM pathways.</p> <p>Scott added that there is great data and in the enrollment management plan is where we can drill down and get into the process and logic models. We want to monitor progress, celebrate successes, replicate successful strategies, and share broadly. We have a lot of folks dealing with cohorted programs and hearing the success in the classroom I think convergence of both and leveraging that in a broader context in the campus. Adding the guided pathways would be that longer sustainable approach. We can also look at a subcommittee workgroup to create some strategies.</p> <p>Carmen added that we have the fast-track event today to help students register for classes today. Students are coming to apply, do the orientation and assessment.</p> <p>Keynasia asked if the fast-track information was advertised.</p> <p>Carmen answered that no, fast-track was put together last minute.</p> <p>Scott commented that we should work on centralizing information. Also, that research is working on a list of students who are eligible for categorical programs. We are also working on a debt list. A list of open classes is available on the main page and webpage. The Student Newsletter just went out as well providing students with information.</p>	
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	<p>Keenan asked why Valley doesn't have a barber or cosmetology program.</p> <p>Scott answered that curriculum would be a good place to have that conversation.</p> <p>Alma Lopez announced that the Puente English 102 class is accepting students. Students would need to register for student development 102 as well and students are paired with a mentor.</p> <p>Keenan added that the website information is coming soon. Test groups will be gathered. Feedback is important.</p> <p>April provided the committee with the outstanding debt for summer. The summer 2022 balance is 1,472 students with and outstanding balance of \$150,493.07. I have been working with Sharaf to assist students that are in financial need by placing them on a sponsorship. So, if you have any students that have a financial need, please feel free to reach out.</p>	
<p>7. Next Meeting: January 24, 2023</p>		

Additional Information: