

SBVC

Enrollment

Management & Student

Equity

January 24, 2023

1:00-2:00 p.m.

President's Conference Room and 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
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 01/10/2022 Minutes	Ray moves to approve. Carmen seconds. Yvonne abstains. No edits. Minutes approved as written.	
2. Spring 2023 Enrollment Update	Dina shared the EIS report. As of this morning we have 10,124 students. FTES is 3,591.79. It's a little higher than that because we're not including our special admit numbers in the report. As of this morning we're up 8.2%. A week ago, we were up 7% so we are gaining. I'm happy to report that we've increased our FTES by almost 200 in the last two weeks. We have worked on enrollment on our end. If you're seeing classes canceled, you should also be seeing additional access for those students to be able to take that class. John added that two online biology classes are full and the in person wasn't. So, we cancelled	

the in-person class and added an online class. We are trying to be nimble to what students do in enrollment

Dina if you hear a message that students need a class we will act.

Amanda added that after talking to several high school students a week, a main reason for students not to enroll is because they prefer in person.

Dina commented, I appreciate your feedback and we know there are a variety reasons as to why students are not enrolling. But as you're speaking to high school students keep us informed of what you're finding and if they need particular schedules, we have very robust dual and concurrent enrollment agreements.

Christie mentioned that it's the first time she hears of the California Virtual Campus program. I don't know if this will affect our enrollment numbers or FTES for students. For example, if a student's home school is Mt. SAC But they want to take classes on our campus. Are we going to be getting credit for that or not?

Dina responded that we would get credit if we are offering a course ont the CVC Exchange. We are anticipated to roll out in the spring, but we will get credit for that class. At that point, Christie, we would be able to track that data.

Paul asked what does teaching college mean?

Dina responded that certified teaching college with the exchange for online teaching. We are doing it district wide.

Mary asked a question regarding the FTES. She asked if the FTES target of 9,002 includes summer, fall and summer or or just fall and spring.

Dina answered that it was the entire fiscal year target. The way FTES works, is it depends on when the census date is for that class.

Mary added, that in adding the numbers on the chart we're short 1,613 FTES for the fiscal year.

	<p>Dina replied that summer numbers don't include the entire story because it includes both sessions. If I share with you another spreadsheet, we see we're only down 63 FTES. It is exciting. We're anticipating higher FTES than we did last year.</p>	
<p>3. Student Equity Plan – Carmen</p>	<p>No updates.</p>	
<p>4. Enrollment Management Plan</p>	<p>Tabled for next meeting.</p>	
<p>5. Marketing Update – Paul</p>	<p>Paul provided that the big campaign with Interact has launched and it is generating traffic on our website. We are seeing some engagement on that as well. Hopefully we'll have a snapshot on how that's doing at the next meeting.</p> <p>In general, the platforms that we are advertising the most on are google search. So, anyone searching within our district area for colleges we've included 200 other keywords college related like textbooks, education, anything related to education those people will be driven to the Valley College website.</p> <p>We are doing streaming TV ads. So, anyone who has a free service like amazon fire and other streaming services that plays ads should be seeing our ads. Facebook, TikTok and YouTube, we are also running ads on there.</p> <p>I do have some data to share. SBVC is doing well with inhouse reach. Between October and December, we distributed 6 press releases that generated community conversations. Our campus-wide podcast generated a few listens. We estimated 600 listens and that includes community members. Even though we market to our campus community we are seeing that people outside of the college are listening and commenting. Which is cool. We didn't expect that.</p>	

We got about 100 live chats on the website that were answered by the marketing team with enrollment related questions.

384 social media posts were generated in a 2-month period. Our team went above and beyond. That generated over 2 million views across all platforms and over 240,000 likes and engagements.

And at the end of the year, we are the number one college in the inland empire on Facebook, Snapchat and Discord. And we're number four on Instagram and Twitter. Which is still okay. We're not the fourth largest college. We're number 6 on LinkedIn and 7 on YouTube.

Our total social media following is 128,000 across all our platforms. And we had 164,000 visitors to our website in those 2 months. We noticed that twice as many referrals that came from our social media. Before social media would be a much softer referral source than actual paid campaigns. But these last two months in the fall we saw that we generated more from our own social media than paid campaigns.

We had 33,000 clicks on the apply button at SBVC. We're not sure how many applied.

Dina asked, the 33,000 clicks to apply, do you have their data?

Paul stated that that was correct. We have a way to capture a student's data who come to our website for the first time even before they apply. It's called the Prospect of Applicant Survey. I believe we're the only community college that has it. Some of the anonymous visitors fill out their data so we have information to follow up on. From there, if they click apply and they start filling out their form the state captures that. SBVC admissions office would have the information of the students who went through. The data should be with the CCCApply form, and we should be able to access that.

April added that all community colleges have been dealing with spam. So, we're receiving a lot of spam applicants. Those number of clicks that

	<p>you're seeing might not actually be students. A lot of the applications are being flagged due to their IP address and sometimes due to other information they indicate they're being flagged as fraudulent applications.</p> <p>Dina added that some are getting through to register for classes. We're seeing in some of our classes right now. It's interesting and shocking.</p> <p>Amanda asked why we don't have a CRM? It seems very beneficial especially as we face enrollment challenges that we have and will affect this campus in the next couple of years. I don't know if that's something that this committee can recommend.</p> <p>Dina stated that she appreciates the recommendation. The district has been looking at our technology and software district wide. I know that a CRM has been a priority for us for a while so we can dictate in the minutes today these comments. We can make a recommendation, but I know it's in the works as well.</p> <p>Sharaf added that the need for a CRM has been brought up several times. Presentations have been made to TESS, district, and CTO on different CRMs that we could work through. So, I'm hoping we're moving forward with it.</p> <p>Dina stated that we follow up and provide an update for this group.</p>	
<p>6. Upcoming Student Services and Campus Events (everyone)</p>	<p>Amanda provided an update for Outreach. We have several tours scheduled throughout February and March. We will be hosting a CRYROP. So, Colton Rialto Yucaipa Redlands ROP tours. They will be focusing on some of our CTE programs like culinary, automotive, and welding. they are on a career path with our high schools, so they are guaranteed students for our programs.</p> <p>We will also be hosting about 1,500 kindergarteners in March through an event called Kindergarten Camanita.</p> <p>Dina asked if outreach has considered having a faculty member join that our reach team at some</p>	

of the high school events? Do you think that would be helpful?

Amanda added that it would be greatly beneficial. Dina stated that she would connect with Amanda on that topic.

Bethany mentioned the grad check event that counselors are doing on February 20th from 10-2 PM.

Keenan commented that on the topic of calendar events we are still working on our new calendar program. The goal is to come up with a system that would be better to publicize the events on our website.

On the topic of websites, links are available for the beta sites. we need to identify individuals who will be able to review and provide feedback so that we can take that back to the third-party web developer and make adjustments accordingly. We are very near completion.

Ty provided an update for counseling. The counseling department will have its annual high school counselor conference titled *The Value of Resiliency* on Friday, February 24th. We already have about 92 people registered from our high school partners.

Keynasia provided an update for Umoja. February 23rd, we will be having a Fashion show with African clothing in B100.

Ray provided an update. He will be sending out Flyers to the group regarding first-generation student success by the National Student Affairs Association. They're just quick facts sheets that I think would be interesting to see and might help our enrollment and retention practices.

Mary provided a flyer in the chat regarding the botany workshops hosted by some of our students and faculty in the science division. There's been a series of events with students falling prey to pseudo ceremonies and ceremonies that are claiming to be indigenous that are not. A young woman was killed here in Riverside. So, there's a big push to educate the

	<p>community especially students who seem to be the target of these inappropriate ceremonies.</p> <p>Keena added that he's been working with Alan under the Brothers and Black faculty and staff. working with the community agencies targeting local black student unions for a youth empowerment program. we're trying to gauge the level of interest in students that would like to take a student development class to start. It's something tentative that we're working on to target that specific population for our local high school students.</p> <p>Dina asked for Keenan to keep the group informed on the numbers of those interested. And to reach out if any more classes are needed.</p> <p>There are a variety of factors as to why students are not registering. Our numbers of students are good. However, students are taking less classes than they were two years ago, and I don't have other data to share on that. We need to get them to take more classes and we need the classes in place to accommodate their needs. We're here to provide that any way that we can possible. With that, we're going to still move forward and we're still projecting a large summer.</p>	
<p>7. Next Meeting: February 14, 2023</p>	<p>Adjourn.</p>	

Additional Information: