

SBVC

Enrollment Management & Student Equity

February 14, 2023

1:00-2:00 p.m.

President's Conference Room and Zoom Conference Room

AGENDA

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 01/24/2022 Minutes		
2. Spring 2023 Enrollment Update	<p>Dina shared a presentation on Full-time Equivalent Students (FTES). 1 FTES = 15 semester hours for 2 semesters. The snapshot from last Friday showed that our FTES is 3,658.</p> <p>Ron asked if seat count could be explained.</p> <p>Dina explained that out of the 10,475 students there are 27,093 seats that the students have in each class. If a student is taking 3 classes that equals to 3 seats. If they are taking 4 classes, it would be 4 seats. We use that number to look at our fill rates for courses. We look at efficiencies.</p>	

	<p>The college is in a very good place.</p> <p>Dr. Fontanilla asked that if she were in the board, she would ask how we did that.</p> <p>Dr. Stanskas answered that we were very intentional with the scheduling for the spring. We limited the amount of start dates which seems counterintuitive. But it worked. The other thing is that we were concerned about evening and weekends students. And serving them appropriately considering they are the students who have a difficult time being on campus for a longer time, so we made those hybrid lectures within person labs. We were super nimble. We cancelled classes, added classes, and moved students. We were careful in not losing students as we moved students.</p> <p>Dina added that the theme has been to be nimble and flexible since the onset of the pandemic. And we haven't changed. We've monitored waitlists. We've been communicating with student services and counselors on courses students need. We've also been expanding on concurrent enrollment.</p> <p>Keynasia added that the free textbooks have helped. Also, the outreach team has done great with bringing different departments on board and showing the community we are there for them. How do we keep the textbook thing going?</p> <p>Ron suggested redoubling efforts to use open source.</p> <p>Christie mentioned that the data gathered for phone banking where we looked at the students who didn't register for semesters who were so close to graduating, or who applied</p>	
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	<p>and didn't register. We haven't done the surveys this year.</p> <p>Dr. Fontanilla asked if we created the surveys?</p> <p>IR created the surveys and can send them to Dr. Fontanilla.</p> <p>Ray had a quick question regarding FTES. Does the FTES help grow if students are using our tutoring services?</p> <p>Tutoring is positive attendance hours. Our STEM MESA center has visited all the classes that have tutors to build community.</p>	
<p>3. Student Equity Plan – Carmen</p>	<p>Carmen provided an update on the SEP. Meetings will be set up within the next week or two to go over goals and to make sure we're meeting the goals.</p> <p>I am also working on a fact sheet to provide information to constituents.</p> <p>We are sponsoring a group of students to attend the A2MEND conference.</p>	
<p>4. Strategic Enrollment Management (SEM) Application:</p> <ul style="list-style-type: none"> • Motion of Support • Identify Participation 	<p>Joanna: The SEM project it was the California Community College chancellor's initiative that allows us to apply to a project idea to gain coaches from our colleague colleges across the state. Much like the IEPI partnership resource team, our folds would be matched to us based on the area of focus that we're applying for.</p> <p>The application window is open currently and closes next Tuesday.</p> <p>Up to 15 colleges across the state will be identified as coaches. Each college can identify up to 10 coaches. The kickoff event is in early June with our SEM academy.</p>	

	<p>We want to focus on the data. We're looking at the EMP strategic direction that is using qualitative and quantitative data to identify students to find out who our students are; intersectionality of their identities; and how that may or may not impact whether they remain enrolled. Find out why they are leaving us. We are looking at our persistence data and looking for commonalities.</p> <p>We wanted to make sure we were intentional about the group to bring in all the voices that represent the campus. The executive team would include 2 research analyst, 2 faculty members, 1 classified totaling 3 classified with the research analyst, 1 student representative, 1 student services manager, 1 instructional manager, and one executive team member.</p> <p>Our very own Scott Thayer participates as a coach and has experience in coaching.</p> <p>Dr. Fontanilla added that as we go forward with revisions to the enrollment management plan, I am hoping that we can build a framework with the work this group is doing.</p>	
<p>5. Enrollment Management Plan</p>	<p>I will share the current strategies of the Enrollment Management Plan (EMP). Scott shared screen of the EMP.</p> <p>We want to see where we are going to focus our efforts.</p> <p>These have been the 10 strategies.</p> <p>In the first area we see online degrees and certificate offerings. Open education resources and zero cost textbook are second. We have evening and weekend college programs. Noncredit program</p>	

	<p>offerings and adult education. Dual/concurrent enrollment for high school students. Programs to serve our AB540 student population. Looking at all program efficiency, success, and retention. Guided self-placement. Cohort programs, categorical programs and learning communities, and leveraging the work they are doing to show success. Lastly, is the labor market data as we grow and respond to the local job market.</p> <p>Dr. Fontanilla added: What is important to the board is how we tie all of that to our goals. As we talk about the 10 areas of focus in the Enrollment Management Plan and the direction, we will be adhering to in the Educational Master Plan. I would ask that we report these in support of one or more of those goals. And that we always show support and a link to the 10 focuses of the enrollment management plan.</p>	
<p>6. Marketing Update – Paul</p>	<p>Our marketing campaign for spring is fully underway. The results we're seeing on Google is positive. We have seen about 10% more users in the past 3 months than we have in prior years. So that translates to about 20,000 additional users.</p> <p>Our bounce rate has lowered which gives credit to our web developer.</p> <p>Our top increases in organic and direct search.</p> <p>I wanted to remind everyone about our wolverine success guide. We've seen about 160 students access the guide. So, for this week we are focusing on financial aid and the scholarship season.</p>	

	<p>Another thing is that we have finally oriented our map to face north.</p> <p>We have 134 social media channels. So, a lot of platforms engaging with our students. We do need to have resources allocated to manage these channels so that they don't sit stagnant.</p> <p>Also, in marketing we are looking to designated Spanish channels. Always English and a little bilingual. We are seeing that an entire population on TikTok only engages with Spanish speaking TikTok. We haven't seen any other community college do that. And it might be for a reason.</p> <p>We asked our discord community if they wanted to see us on twitch and we did. Would it be useful to have one of our admissions teams engage with students by doing something interesting and answer student questions.</p> <p>I have teased that we have been working on a virtual reality version of our campus. The hope is to have our first virtual reality event. The numbers so far are high. People live completely on VR. We want to see how this goes. We are going to launch our most famous building in VR.</p>	
<p>7. Upcoming Student Services and Campus Events (everyone)</p>	<p>Ron announced that Chromebooks and hotspots are available for students in the library.</p> <p>February 23, 2023 - 11-1 p.m. Financial Aid Resource Fair - North walkway. During the Resource Fair, we will provide on-site assistance for students who would like to complete the FAFSA or CADAA.</p> <p>The library has a lot of Chromebook and about 300 hotspots.</p>	

	<p>Black Excellence April 26th - Save the Date</p> <p>Hair Tales, Part II- Feb 22nd - B-100 4-6pm,</p> <p>Umoja Black History Month Fashion Show will be on Tuesday, Feb. 28th at 6pm.</p> <p>Please email jplemons@valleycollege.edu if your department wants a table at the Senior Day resource fair</p> <p>Please email jplemons@valleycollege.edu if your department wants a table at the Senior Day resource fair</p>	
<p>8. Next Meeting: February 28, 2023</p>		

Additional Information: