

SBVC

Enrollment Management & Student Equity

February 28, 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
Dr. Scott W. 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 02/14/2023 Minutes	Approval of minutes tabled for next meeting.	
2. Spring 2023 Enrollment Update		
3. Student Equity Plan – Carmen		
4. Strategic Enrollment Management (SEM) Application: <ul style="list-style-type: none">• Motion of Support• Identify Participation		
5. Enrollment Management Plan		

<p>6. Marketing Update – Paul</p>		
<p>7. Upcoming Student Services and Campus Events (everyone)</p>	<p>A discussion on reaching out to students regarding late start courses. Two lists were compiled in January and sent to Student Services for phone banking purposes to contact the students who were enrolled in fall 2022 but not for spring 2023.</p> <p>A second list was requested from marketing this month. I was a little hesitant because students are being contacted a lot. One of our staff members is taking a course and states that they receive almost 10 emails a day about announcements.</p> <p>The concern is that students may delete things because of the volume of communication from SBVC.</p> <p>A suggestion to be cognizant on the amount of student communication be limited to the important items.</p> <p>On the topic of enrollment data, research looked at all the open late start courses with less than a 90% fill rate and there are only 113 sections. There are no English classes available and only one math class. Most of the courses are tech courses and specialized courses such as nursing or police.</p> <p>If we only have 113 sections open, do we want to contact students?</p> <p>Regarding the number of students, we would like to reach out to, it's approximately 3,500 students.</p> <p>That's a valid point. At this point we wouldn't send anything at this point. There is a phone banking campaign going on and we try to email them at least once per semester to remind</p>	

	<p>students that there are late classes still available.</p> <p>Is there a way to automate a list of students we have already reached out to?</p> <p>At this point the college is doing it manually.</p> <p>In future, we will try to get that email out sooner or within the first two weeks. Because at a certain point it naturally doesn't make sense to have mass calls for courses no longer available.</p> <p>The science division has many courses available that start March 20th, beside nursing.</p> <p>The concern is that there are no English and Math courses available. That should be something to ensure is available in any format we're offering.</p> <p>In looking at the list of students that broke down the majors and caps, etc. Would it be a good idea to target a group a student by major? Or are we only looking at students currently not actively enrolled?</p> <p>That would be a good layer to add to the data set. It is all manual labor.</p> <p>It seems like, just looking at what we are offering, it might be useful, instead of targeting the student, looking at the offerings as a whole. And the easiest way to do that is by a GE pattern.</p> <p>Are we offering 8-week sessions for the last 8 weeks and are mostly social science courses in that area or do we have them throughout the general education pattern? If we were targeting students to enroll in a course, then it would be for their general education pattern.</p>	
--	---	--

	<p>The technical students and nursing students know what they need to do to take the next class and are going to make the decision on their own.</p> <p>That's an exercise done in instruction around evening and weekend. Ten students complete GE patterns in those offerings. Are there majors that are completable that way? Maybe we need to have 8-week blocks for students who prefer to take things in 8-week blocks.</p> <p>Research would like to discuss the student surveys with Student Life to determine questions such as what the preferred time frame is, time of day, modality, etc. To know what students really need and what are student's looking for. To get them enrolled and get them the support they need.</p> <p>A copy of currently open courses was provided.</p> <p>An overwhelming majority specialize for specific departments or divisions.</p> <p>In a way, it looks like promoting late start courses after census doesn't make sense.</p> <p>One of the things we need to think about is what we're offering. One of the things learned when proprietary schools closed, there were surveys about why they went. Community colleges were flabbergasted at why students paid \$1,000 per semester when you could take the classes at a community college for free.</p> <p>And some of the answers were that they liked the short-term classes. They liked not taking more than one or two classes at a time. They wanted to be able to finish classes in 8 weeks instead of 16 weeks.</p>	
--	---	--

	<p>Reflection on how classes get put together in its entirety to serve the various populations we're trying to reach needs to take place to have a schedule that will do the things we want it to do for enrollment.</p> <p>A question for marketing. There was mention of the motion video on the home page. Can you speak to that?</p> <p>Yes, this information should not be made public. However, a complaint was filed for not having an ADA compliant homepage. The fact that the video could not be paused was the only violation that we can gather that does not comply with ADA regulations. An image is being used for the time being until the lawsuit is settled.</p> <p>The reason it is being brought up is because the website rollout is coming up. We are just waiting on a couple of items regarding occupational information. The new website will be rolled out soon.</p> <p>On another note, in relation to the enrollment process and the matriculation process, has there been any word back from the MyPath group?</p> <p>Yes, there is interest within the matriculation committee to move forward with MyPath. A demo will take place at the next matriculation meeting which is next month.</p> <p>A link for common themes on why students don't re-enroll was shared in the chat. It includes things that they want to see that motivate them. Feel free to review on your free time.</p>	
<p>8. Next Meeting: March 9, 2023</p>		

Additional Information: