

SBVC

Enrollment Management & Student Equity

April 25, 2023
1:00-2:00 p.m.

AGENDA

President's Conference Room AD/SS 207 and Zoom <https://sbccd-edu.zoom.us/j/97183078647>

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 Thayer, VPSS, Chair		X	Joseph Nguyen		X
Dr. Dina Humble, Co-Chair		X	Tenille Norris		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	Daymi Ruiz-Martinez (ASG)	X	
April Dale	X		Nelva Ruiz-Martinez (ASG)	X	
Christie Gabriel-Millette (CSEA)		X	Ty Simpson		X
Keenan Giles		X	Daniele Smith-Morton		X
Pete Gonzalez		X	Dr. John Stanskas		X
Ron Hastings	X		Michelle Tinoco		X
Joanne Hinojosa	X		Sam Trejo	X	
Alma Lopez		X	Mary Valdemar (Senate)	X	
Amanda Moody		X	Abena Weber		X
Sandra Moore		X	Sharaf Williams		X
Christopher Crew (Guest)		X	Dr. Fontanilla		X
Denise Knight		X			

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 3/28 Minutes	<p>Amanda motioned to approve. Sharaf second. Paul, Yvonne, and Joanna abstain.</p> <p>Minutes approved as written with abstentions.</p>	
2. Overview of Enrollment – Christopher Crew	<p>Dr. Christopher Crew provided an update and information chart. Our effort is to get back to our pre COVID numbers. In looking at a year over year comparison, we like to look at four years. In spring 2022, we projected 9,897 FTES. We look at data as we set target to see how close we are to getting to those targets. We are down in rates such as credit, transfer, vocational, basic skills, and noncredit.</p>	

	<p>We do have the higher rate of online course offerings. Our target goal for FTES is 12,939 for this fiscal year.</p> <p>A question regarding noncredit information was asked because there was a 54-percent drop in noncredit, but we don't offer many noncredit courses.</p> <p>More information regarding the drop in noncredit to come.</p> <p>Dr. Crew shared a info graph/chart on the <i>Participation Rate In Service Area</i>. The data shows of the students who live in our service area who decide to go to a community college, what percentage go to our college. Of the top ten colleges in our service, 35.5% decide to go to Chaffey and 34.6% go to Riverside. We don't know why but I wanted to bring this information to the committee.</p> <p>Is it possible for the Chancellor's Office or RP group to do a survey within our region that would help us find out why such a large percentage of the students go to Chaffey versus Riverside.</p> <p>Is there any data of the students who go to Chaffey or Riverside initially and then go to Valley? Many times, students start off at RCC or Chaffey and they end up back at Valley. Is there anything that tracks students after the fact?</p> <p>That may be in the national clearing house.</p> <p>It's bothersome as a counselor because we do respect the recruiting lines unless they specifically request it.</p> <p>There is a pneumatic in Ellucian that allows us to see what other colleges a student has attended. ST-IASU.</p>	
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	<p>A suggestion with the survey is to reach out to Emma Diaz. That's a start.</p> <p>One of the questions we must ask ourselves is why that data looks that way. We can examine the enrollment strategies we are implementing, and the kind of enrollment strategies implemented by other colleges. For example, I would want to know how often are we present in some way with our feeder high schools?</p> <p>Something to think about.</p> <p>A suggestion to have faculty participate during district service time would be a great way for instruction to collaborate with the outreach team. For example, if there is an outreach event or tour, faculty can participate and talk to students. That way students talk to a faculty member. Students are more likely to come if they make a connection, especially with someone who could potentially be their teacher.</p> <p>The science division is working on creating an outreach calendar for the next year to coordinate with the outreach office to specifically support STEM.</p> <p>A lot of the faculty and staff are having trouble transitioning out of the pandemic. So, what if we incentivized for them to take kinesiology classes with students? That way they can interact with them in other ways. And we can also show staff we value them.</p> <p>Is there an upcoming event where faculty can showcase their guided pathways and students can come talk to them about the courses they can take?</p>	
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	<p>The next event is the New Student Welcome Day.</p>	
<p>3. Spring 2023 Enrollment Update</p>	<p>Dr. Fontanilla addressed and thanked the committee for the work. Enrollment management is one of the important components of our campus. What we do to support students and their successful journey, and how we focus on the students who are not doing well as well as other student groups. It is a large responsibility, and any college president needs to be a part of the conversation. A large part of and we're management conversation happens between cabinet members. It takes everyone in the group to help improve and sustain the enrollment management on the campus.</p> <p>Committees are composed of a large group of people, or a shared governance list, and sometimes not everyone gets involved. However, whatever it is that you do, it is important.</p> <p>Being a part of many enrollment management committees, I have been able to see the various approaches to enrollment management by different colleges. The most successful models I have seen is an enrollment management committee that is chaired by student services, academic affairs, and administrative services.</p> <p>Management can be approached in several different ways. And from experience most of the ways the moment management starts is by not only looking at the students we have, but also by looking at what we need and looking at the new academic and new fiscal year. What do we need to do to sustain the college with our FTES? Because enrollment management drives our FTES. FTES translate into dollars which leads to resource allocation for other planning purposes throughout the college.</p>	

	<p>If we don't have that in our model, then we want to continue to look at our model to ensure that it is being chaired by those divisions and individuals. Because those divisions are talking about FTES and where we currently have gaps, what is the formula to the calculation that adds up to the bottom number of FTES and keeping our students along the way.</p> <p>Sharaf shared a presentation to the academic Senate about outreach.</p> <p>Conversations with cabinet about FTES have been taking place, and we have decided, based on hearing outside comments, people want to know about our FTES', and they that want to know how do we get there? How do we maintain status as full-time as a medium college which is able to claim 10,000 FTES in a fiscal year.</p> <p>You've been hearing that our target is 9,002, but in my conversations with cabinet we have agreed that we have the capability to reach an FTES over 9,300 comfortably. The number are not made-up of what we have now or what we've had in the past semester. It's made-up of a combination of the many places we can go look for our FTES. Why are we changing our target to 9301? Because I believe we have the capacity to do it.</p> <p>We need to dig deeper into our data to understand where potential students are, where are current students are.</p> <p>I will ask Dr. Dina Humble to discuss the calculation formula.</p> <p>Dr. Dina Humble shared the enrollment calculation. Calculations are currently used using a lower fill</p>	
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	<p>rate can expected to be conservative with projections.</p> <p>The fill rates are the percentage students enrolled in a class according to the class cap. So if there are 40 students in a class and there are only 20 students enrolled that would be a 50% fill rate. Look at our FT ES is we look at what's in the bank. What's logged in the bank is our summer enrollment from last year which was 726 FTES for our July August courses. That includes fall credits. Our credit class FTES with summer is at 7,314. Our special admit classes, which is our C-Cap and dual enrollment is at 193. Or AB 540 students are 224. And that number fluctuates a lot. Our non-credit classes are growing to 100 FTES. Then the enhanced noncredit courses that fulfill workforce development certificates are about 10 FTES.</p> <p>One of the things we have been working on in each division are positive attendance rosters. Every term has courses that are coded positive attendance courses with lab hours. There are some outstanding for fall at 22 that we expect to get most of those. We have positive attendance for spring. So, we're looking at 342 for spring and our summer courses for June. So, we conservatively estimate a 70% fill rate.</p> <p>We have increased our course offerings to four different sessions. We have a 10 week, an eight week, and two five weeks which gives us a lot of flexibility with courses that will start in June or May.</p> <p>We have 334 FTES that we can put into this fiscal year.</p> <p>We have 200 police Academy FTES, and we still have summer AB 540. So that brings us to 9,335.</p>	
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	<p>Dr. Fontanilla added that, positive attendance is a little bit difficult to capture because it must be captured at the end when all the information is there. It must be submitted in a timely manner.</p> <p>A question from the chat asks, EIS from summer 2022 FTES was 1224.45. Is there a reason those numbers are different because we used summer 1 the previous year?</p> <p>That is correct. We did not push to keep summer. The only push was the 726 into this fiscal year.</p> <p>There is flexibility when it comes to what terms we put the FTES that is advantages for the college.</p> <p>With graduation coming up, my hope is to encourage folks to attend Valley College. Whether they're taking a potter class or a fitness class or starting a new career.</p> <p>Outreach has ordered fans to handout at commencement which includes SBVC information. The goal is to hand one out to everyone in the stadium.</p>	
4. Student Equity Plan – Carmen	Tabled for next meeting.	
5. Strategic Enrollment Management (SEM) Application: <ul style="list-style-type: none"> • Motion of Support • Identify Participation 	SBVC was selected for the state Chancellor's SEM project.	
6. Enrollment Management Plan		
7. Marketing Update – Paul	Tabled for next meeting.	
8. Upcoming Student Services and Campus Events	The outreach team provided an update on outreach activities. The Kinder Kaminata event hosted 1,300 kindergarteners. It was a great opportunity for outreach to work with the various instructional offices such as STEM, theater and art.	

	<p>There was also Senior Day which hosted 600 students. It was the biggest one to date. A survey was sent out to all the seniors in where 80% of those students said they did not want online classes. Which is something to take into consideration when building our schedules.</p> <p>Black Excellence is happening tomorrow. We have college and community fairs coming up also.</p> <p>Island Grad is happening Saturday, May 13th.</p> <p>Juneteenth is happening on June 17th.</p> <p>And SB Fatherhood will be hosting a concert here on June 24th.</p> <p>Outreach has a van now and the team will be going out this summer doing pop ups at summer school events to hand out swag and information items.</p> <p>There is a plan to help athletics increase their sport attendance.</p> <p>Outreach held several tours throughout the year. There have been group tours between 10-120 people. If schools wanted nursing demonstration, we would work with Omar Castro. If they wanted a planetarium show, we would do our best to have the tours to accommodate that.</p> <p>Research provided an update on Strategic Enrollment Management. A group of 10 will serve as the core team. The group will look at our student population. The first convening will be June 2nd and 3rd. We will be reaching out to various campus members.</p> <p>Arts and Humanities showcase happening April 27th- May 10th.</p>	
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9. Next Meeting: May 9, 2023		
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Additional Information: