

SBVC

Enrollment Management & Student Equity

August 22, 2023

1:00-2:00 p.m.

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

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
Dr. Scott Thayer, VPSS, Chair		X	Tenille Norris	X	
Dr. Dina Humble, Co-Chair	X		Miguel Ortiz	X	
Yvonne Beebe, Co-Chair		X	Dr. Joanna Oxendine	X	
Paul Bratulin	X		Davena Burns-Peters		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
Joseph Nguyen	X				

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 4/25 & 5/9 Minutes	<p>Ray motioned to approve the minutes. Justine seconds the motion. Rania abstains from the 4/25 minutes. Yvonne and Rania abstain from the 5/9 minutes. No nays.</p> <p>Minutes approved with corrections.</p>	<p>Carmen to provide corrections.</p>
2. Overview of Committee Charge and Composition	<p>Scott shared the committee charge from the webpage.</p> <p>Christie Gabriel added that the committee previously talked taking the student equity plan out of the charge so they could possibly have their own committee. Is that something we want to discuss again?</p> <p>That is something we can discuss briefly. Any thoughts on whether Student Equity be one committee or should it be separated into two:</p>	<p>Committee charge and composition to be added as an agenda item.</p> <p>Update committee member list on webpage.</p>

	<p>Student Equity and Enrollment Management.</p> <p>Would the second committees consist of the same participants?</p> <p>If it is going to be the same group of people, we should just keep it together, so that we do not have two separate meetings at different times.</p> <p>I agree because most of the student equity events tie into enrollment management.</p> <p>The student equity plan is a huge project and if we are going to do any service to that plan it might not be in the best interest to have it as a subset to dedicate effort to the plan. Enrollment is directly tied to the budget. There is such an emphasis on enrollment alone. Maybe bringing this back up in a future meeting. The committee structure over all is under review then going to college council.</p> <p>If we need to prioritize and create taskforces to meet specific goals and report back to the committee.</p> <p>We can revisit this and get updates from college council.</p>	
<p>3. Goals for 2023-2024 Enrollment Update</p>	<p>Dina Humble shared current enrollment and projections.</p> <p>Enrollment is increasing. We are right around 12,000 students. We have not seen these numbers since before COVID. We are at 4675.6 FTES. We are currently at 64% fill rate college wide and for positive attendance fill rate we are at 55%.</p> <p>Actual and projected FTEs summary. We have 622.55 FTES for summer. We have great numbers coming from the police academy that will come in December. Current actuals all add up to 9458.28. Which has us meeting our</p>	

	<p>district wide target. We want to exceed this goal.</p> <p>The district is projecting a 4% increase. We need to be at a certain FTES to be out of hold harmless. Even at 13,860, it doesn't bring SBVC at the medium sized college. Medium sized college comes with approximately 2 million dollars in funding. If we do not meet the target, we could lose 1 million in funding. 2024-25 we are anticipating hitting that 10,200 goal.</p> <p>What is the plan if we don't hit that mark and lose funding?</p> <p>Right now, we are trending up.</p> <p>What if we don't? Are we going to notify the campus?</p> <p>If these numbers did not look good, we would have those conversations. Right now, we're not there. We're trending up.</p> <p>Are we able to make a connection as to why those numbers are going in the right direction so that we can increase those things and, speaking to the student equity plan, what things have we not yet engaged in that are talked in those plans that we can initiate. How can we get ahead of that game and relieve some of that stress and relieve some of that stress?</p> <p>We have been intentional in our approach and transparent in this committee. If we were behind, we would discuss it here in this committee.</p> <p>Those are good items to keep the group informed and updated on where we are. We want to add to what we have done once we meet our goal and not stop there.</p>	
--	---	--

<p>4. Marketing Update – Paul</p>	<p>Marketing has the “15 to finish” campaign. We have had it before and we’re continuing it. It’s a way to remind students there are classes available and short-term classes begin shortly. Those classes add to our total.</p> <p>We have any classes, 14-week, 10-week.</p> <p>Have we run a report of the student who have not come back in the last few years that only have 15 or 30 units to graduate? We can have a counselor look at what the student needs to finish.</p> <p>There is the auto-awarding project in the works. Once we get that running, communications can go out to students.</p>	
<p>5. Other</p>	<p>Wolverine Welcome was held on the 7th and 8th of August. It was a huge success! We had presentations from various departments. It was over all received well. We hit about 500 attendees both days with about 100-200 students returning from the first day to receive additional assistance. We didn’t do traditional marketing. We advertised on social media. We gained 520 new followers during the campaign.</p> <p>September and October calendars are filling up. We are piggy backing in the high school college and career week to keep that momentum going. Amanda came up with a new campaign called “What’s Poppin’?” where we do pop ups at the high schools in the outreach van for about 30 minutes to an hour. We are doing presentations, application workshops and community events. It’s more informal than tabling to promote and push the application opening in October, create a presence on campus, and relationship.</p>	

	<p>We're looking for ways to reach the new generation. We are looking for ways to connect with them on their phones.</p> <p>We have created an impactful partnership with the SBCUSD family engagement office. We will be hosting our back-to-school extravaganza next summer. It's an event where SBCUSD provides supplies, backpacks, haircuts, and other things to get the kids ready to go back to school. Outreach and Student Equity provide about 700-1000 backpacks each year. That will take place on July 24th on our campus.</p> <p>We also partnered with SBCUSD Equity Student Targeted Achievement (ESTA). We will be hosting a Pacific Islander event on our campus.</p> <p>Is there a smaller Wolverine Welcome that start in the spring?</p> <p>No. We typically only do it for fall. Our other large-scale event in spring is Senior Day.</p> <p>ESL is going great. There are a total of 15 sections being offered with a 70-80% fill rate. We had 44 walk ins with two counselors last week Wednesday. A lot of students coming into ESL and adult ed.</p> <p>There are two things we are participating in. Our SEM core team has been meeting with their coach. As well as our Leading from the Middle RP group initiative looking at Starfish to help us leverage that tool.</p>	
<p>6. Next Meeting: September 12, 2023</p>	<p>Adjourn.</p>	

Additional Information: