

SBVC
Enrollment Management &
Student Equity

September 12, 2023

MINUTES

1:00-2:00 p.m.

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		Amanda Moody	X	
Dr. Dina Humble, Co-Chair	X		Sandra Moore		X
Yvonne Beebe, Co-Chair		X	Joseph Nguyen		
Paul Bratulin		X	Tenille Norris	X	X
Keynasia Buffong		X	Miguel Ortiz	X	
Dr. Raymond Carlos		X	Dr. Joanna Oxendine	X	
Marco Cota		X	Justine Plemons	X	
April Dale		X	Patty Quach	X	
Christie Gabriel-Millette (CSEA)		X	Carmen Rodriguez	X	
Keenan Giles		X	Daymi Ruiz-Martinez (ASG)	X	
Pete Gonzalez		X	Nelva Ruiz-Martinez (ASG)	X	
Ron Hastings		X	Ty Simpson	X	
Rania Hamdy		X	Daniele Smith-Morton	X	
Joanne Hinojosa	X		Michelle Tinoco		X
Alma Lopez		X	Abena Weber		X
Dr. Stephanie Lewis		X			

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 8/22 Minutes	Ron Hastings motioned to approve the minutes. Yvonne seconded the motion. No objections. Minutes approved as written.	
2. Enrollment Update	We have 12,666 active students which equals to 4,308.02 Full Time Equivalent Students (FTES). We are in good shape. In the district enrollment management committee meeting, Chris Crew shared that we are currently on trend with 2019 numbers when it comes to percentage of FTES generated. We are at 58% where the previous 3 years we were at 50%.	
3. Student Equity Update/Fall 2023	Tabled for next meeting.	

<p>4. Marketing/Branding Guide - Paul</p>	<p>We are excited to partner with JP. We are planning to spend about \$1,000,000 jointly between SBVC and CHC. JP seems to be promising in their design skill sets as opposed to Gallegos who charges a lot of money for material that wasn't as impressive and could have probably been done in house at a lower cost.</p> <p>Internally, we have been simultaneously running two campaigns to try to increase registration numbers. You're one is the 15 to finish campaign where we encourage students to take 15 units per semester to graduate in two years. And the subcomponent is the popular opportunity drawing which we haven't done in a couple of years. Which we haven't done since before the pandemic. We are bringing it back they try to encourage students to add another class or two to increase their ability to win. Our grand prizes this year are a MacBook, Dell laptop, and iPhone 14. The drawing is going to be on until November 1st. Hopefully these will drive up registration this year. Maybe the executive team would like us to hold the drawing in one of the enrollment management meetings.</p> <p>Research received the request from marketing to track students with their initial registration units and see how many units had been added and how much they eventually ended up with. There is a little bit of confusion, if the student starts with 9 units before August 28th, and added one class between 1-6 units. But then come November 1st the student drops all the classes. What happens then? Does the student get ticket still? Because one class was added but it was only 3 units giving the student a</p>	
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total of 12 units. So, the student didn't make the 15 unit cut.

The way marketing envisioned this is that the tickets would be allocated at the end of the drawing so if a person, no matter how many units they have prior to November 1st, the units counted would be the number of units a student has at the time of the drawing regardless of how many units they had prior to the drawing.

A component the president wanted to implement, which would have made this a bit more complex, is to allow students to participate if they added units after the start of the drawing. So, if you added any number of units after the drawing began on August 28th you're included. If you did not add any units after August 28th, you're not a part of the drawing on November 1st.

What happens if they added a class and they dropped their whole load? Now they don't have any tickets, right?

Correct. At the time of the drawing if they have nothing then they have zero tickets.

If they started at 12 and they didn't add anything then they don't get any tickets, right? Correct.

That's the biggest difference this time from the way we've done the drawing in previous years where we would give everyone tickets based on the number of classes students had.

Dr. Fontanilla wanted to incentivize and give people tickets that they actually added a class after August 20th.

Okay thank you for that clarification.

Christie Gabriel shared her screen to the 15 to finish campaign webpage citing that the language posted does not apply to SBVC. The portion that states “Students who take 15 units per semester tend to get Higher GPAs? It’s true!”

It was suggested to include the word “may” in place of “tend” and remove “It’s true!” until the facts are verified for our campus.

It was also suggested to add more information of the reality is of taking 15 units. And make sure all the support is there with academic success center and everything.

Link to website FAQ referenced:

<https://arc.losrios.edu/why-arc/first-year-experience-at-arc/take-15-to-finish-faqs>

That’s a valid point because we don’t have an FAQ on the website so that we are not just encouraging students. But we are demonstrating that we are understanding what we’re asking them to do not just say ‘take 15 units and good luck.’

To add, the tagline to campaign should be “Talk to a counselor today!”

Yes, that should be added. That gives counselors an opportunity to speak to students and that could trigger some frequently asked questions out of that conversation. So, students can determine if it’s feasible to add the course or not.

In addition, research is working on a project for the Academic Success Center and there was concern that during construction they would be moving out of the liberal arts building (LA) for a while, and they’re concerned students might not be able

	<p>to find them. Just making sure that students can find the information they need on our website to get that extra support for their classes.</p>	
<p>5. Other/Technology</p>	<p>We have in the past sent students a 30, 60, 90-day survey. It's a pulse survey every 30 days to gauge how students are feeling. The first question was on a scale of one to five, 'How your semester is going so far?' And if anyone would rate a three or below, we would do some outreach or at least refer them to specific resources. If a student says 5 on day 30 but 1 on day 60, they say one, that might also trigger some outreach. So, the question is, should we continue to send out a survey on the 30, 60, 90-day mark? We can work with research to come up with specific questions that we can get from students. Is that a recommendation from the committee of something we would like to do?</p> <p>It sounds like something that needs to happen for retention.</p> <p>Okay. Thank you.</p> <p>On the minutes, we were discussing a possible split between two and equity and enrollment management are we going to table that until the VPs come back. Yes, that will be tabled.</p> <p>To be back on the survey discussed, EOPS collaborated with some other specialized programs to reach out to over 5,000 students who weren't affiliated with any sort of special program. Before the survey is sent out, can a follow up be initiated with these students? Students were initially invited to info sessions of specialized programs. These info sessions are ongoing every 2 weeks. The intent behind that is to connect students to any applicable service and resource that would benefit them.</p>	

	<p>We can also direct students who survey low to specialized programs as appropriate. We can also send a text message to those 5,000 students with those info session dates.</p> <p>Info sessions are regardless of a student's major.</p> <p>Tomorrow is the Hispanic Heritage Kickoff. Stop on by!</p> <p>Sound bath is happening once a month. The first session is September 21st at noon.</p> <p>Latino College Educational Fair is this Saturday for interested students. We still have slots available.</p>	
<p>6. Next Meeting: September 26, 2023</p>	<p>Meeting Adjourned.</p>	

Additional Information: