

**SBVC**  
**Enrollment Management &  
 Student Equity**

*March 28, 2017*  
*1:00-2:30 p.m.*  
*Orientation Conference Room - AD/SS 102C*

**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
Tammy Allen			Heather Johnson		
Yvonne Beebe			Kathy Kafela		
Paul Bratulin			Dr. Craig Luke		
Stephanie Briggs			Joshua Milligan		
Keynasia Buffong			Joseph Nguyen		
Charles Burton			Neri Perez - ASG		
Raymond Carlos			Dr. Ricky Shabazz		
Yancie Carter			Dr. James Smith		
Marco Cota			Mary Valdemar – Senate		
April Dale Carter			Raquel Villa – CSEA		
Keenen Giles			Dr. Kathryn Weiss		
Alicia Hallex			Chris Williams		
Ron Hastings			Shari Blackwell		
Cindy Huerta					

TOPIC	DISCUSSION	FURTHER ACTION
1. Minutes for Review		
2. Update on Summer/Fall Marketing - Paul		
3. Update on Records Request from Outside Agencies		
4. Request for Student Equity Funds for Classified Connections a. \$18,000 for Cultural Competency Training b. Call to Vote		
5. Integration of BSI, SSSP and SEP a. Formation of Compass Committee		
6. Adjournment		

**SBVC**  
**Enrollment Management &**  
**Student Equity**

March 28, 2017  
 1:00-2:30 p.m.  
 Orientation Conference Room - AD/SS 103C

**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
Tammy Allen			X	Heather Johnson			X
Yvonne Beebe	X			Kathy Kafela			X
Paul Bratulin			X	Dr. Craig Luke		X	
Dr. Stephanie Briggs			X	Joshua Milligan		X	
Keynesia Buffong			X	Joseph Nguyen			X
Charles Burton			X	Neri Perez – ASG		X	
Raymond Carlos	X			Dr. Ricky Shabazz			X
Yancie Carter	X			Dr. James Smith		X	
Marco Cota		X		Mary Valdemar – Senate			X
April Dale-Carter			X	Raquel Villa – CSEA			X
Keenan Giles	X			Dr. Kathryn Weiss			X
Alicia Hallex			X	Chris Williams			X
Ron Hastings			X	Shari Blackwell			X
Cindy Huerta		X					

TOPIC	DISCUSSION	FURTHER ACTION
<b>1. Minutes for Review</b>	Dr. Shabazz asked the committee members to review the minutes for approval or corrections.	Alicia Hallex motioned to approve the minutes, Tammy Allen seconded. Kay Weiss abstained. All in favor. Minutes approved.
<b>2. Update on Summer/Fall Marketing – Paul</b>	Paul Bratulin provided an overview of the summer marketing plan.	Dr. Shabazz stated that Paul continues to improve his understanding of the community college outlook. Paul reported that he put together a plan for \$115,000 that San Bernardino Valley College (SBVC) has been given in additional monies for summer. Paul provided information on where the funding would be used. All of the digital options, radio, ads, Facebook, and television have been reviewed. Dr. Shabazz asked that Paul bring back information to this committee so that the content is shared and we know what we can share with other constituency groups. The committee members asked about DJs being included. Paul shared that they are included as part of our contract agreement with KGGI. We will need a DJ at Senior Day, Financial Aid Awareness Day, and New Student Welcome Day. Paul stated that we are trying to reach out to the 18-35 male age group which we are not really seeing on social media.

		<p>Paul stated that we will try to place ads in local yearbooks and that our local high schools have 2,500 students or more. The committee discussed promotional items and how to promote registration for summer and fall. Paul also shared that we will continue the bus ads and lawn signage. We need to provide constant reminders to students on campus that it is registration time. SBVC will continue with a booth at the mall. The quote for next year is \$28K to be at the mall permanently year-round. We need to ensure that we are only recruiting in our district boundary. Exceptions to that are bus routes.</p>
<p><b>3. Update on Records Request from Outside Agencies</b></p>	<p>April Dale-Carter provided information on Records Requests from Outside Agencies.</p>	<p>April Dale-Carter provided a handout regarding subpoenas. Admissions &amp; Records would send the request to Human Resources at district if the request was made for an employee as their office does not pull those records.</p> <p>When a subpoena comes through for a student, Admissions &amp; Records would reach out to other departments such as DSP&amp;S and Financial Aid for records and then submit them by the deadline.</p> <p>Dr. Shabazz asked April to develop an email that goes out to staff and students as there is a concern over whether our students can be deported. Dr. Shabaqzz stated that when law enforcement comes on to campus they do not know where a student is. There was a legal document put out by ICE weeks ago that provides list of best practices regarding locations they don't go to apprehend individuals such as churches and schools. April will come out with a formal statement and get ahead of the process. SBVC is an open access campus - anyone can come on campus. In instances where police would come onto campus to look for a student, we would refer them to campus police. We are working to establish some safe places on campus. Campus police is not to supply or furnish a students schedule without a warrant.</p>

	<p>Mary Valdemar stated that the HIS task force asked for a commitment from the Chancellor on what would happen if staff and faculty impeded the removal of students from campus.</p>	<p>Mary Valdemar shared that they were informed that district will consult with their legal advisors. They also inquired if the warrant is considered the same for undocumented status as someone who has created a criminal act. They are looking to get legal clarification.</p> <p>The district also needs to do a campaign of how to opt out of directory information. The Committee talked about drafting something that the committee can support and take to HSI. Some colleges are re-writing their BP and AP 5040 stating that they will not release records to ICE.</p>
<p><b>4. Request for Student Equity Funds for Classified Connections</b>  <b>a. \$18,000 for Cultural Competency Training</b>  <b>b. Call to Vote</b></p>	<p>Mary Valdemar reported that Classified Connections would like to hold a Cultural Competency Training.</p>	<p>Mary Valdemar stated that Rondine was asked for a quote for a Cultural Competency Training during Classified Connections Week. The quote provided was \$18K. They are seeking to get a quote of about 10% of that cost for Professional Development provided to Classified Staff. They would like to offer one training on Tuesday and one on Friday. The Cultural Competency Component is what is needed for those very specific populations. This is also a morale building opportunity. Rondine has already reached out to see how we can get that quote lowered. The event is in June so our next meeting will be in two weeks. We are also working against the purchasing deadline. Come back in two weeks to discuss the possible event. The group is also open to other presentors. Kay Weiss stated that she can provide Mary Valdemar with some names and possibilities for other trainings/quotes. Dr. Shabazz stated that Rondine has also already built relationships with people on campus which may be helpful. Dr. Shabazz reported that Rondine is providing a training on Cultural Competency in Student Services. We will look for that information to come back from Mary. Dr. Shabazz asked that Mary provide the information to himself and Shari so the information can be put on the agenda for the next meeting.</p>

<p><b>5. Integrated of BSI, SSSP, and SEP</b>  <b>a. Formation of Compass Committee</b></p>	<p>Dr. Shabazz introduce Heather Johnson to the committee.</p>	<p>Dr. Shabazz thanked Heather for taking the lead with FYE in Johnny's absence and has done a trendous job and received a lot of feedback from the faculty. Because of Heather and other's work, English has agreed to be a part of FYE. There are a number of programs under FYE's umbrella besides the two cohorts.</p> <p>Dr. Shabazz stated he would like to reform the Compass Committee but the official title will be the "BSI, SSSP and SEP workgroup". The group has met and will take ideas to the respective committees, Dr. James Smith attended Basic Skills today and three people from the committee have agreed to be on the new workgroup. Dr. Shabazz stated that faculty and staff must know what the plan is. We are not to take on any new initiatives but follow the template. Our staff will be going to a training and are offering anyone who would like to attend to use SSSP funds to pay for their \$75 registration fee. An email regarding the workshop had been emailed out. Please work with your respective Dean to get approval and then Marco Cota to get funding. Alicia Hallex, Charles Burton and Kay Weiss would like to attend the workshops from the Enrollment Management Committee (EMC). Dr. Shabazz confirmed that the people on the original Compass Committee were included in the workgroup. We will do template in EMC and overall combining of templates would be done through the workgroups. Everyone participating in one of the workgroup should attend.</p> <p>Dr. Shabazz reviewed the document 2017-18 Basic Skills Integrated that was provided to the committee.</p> <p>Dr. Shabazz stated that this plan is fairly simple compared to the SSSP and SE plans previously submitted. It is not a very lengthy plan in comparison as to what we have in place. This will go through all the shared governance committees through the fall.</p> <p>Dr. Shabazz asked the committee to please go through and review prior to our next meeting.</p>
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	Chris Williams passed out a new Resource Guide to the Committee members.	Chris Williams thanked everyone who he worked with to get the project done. Dr. Shabazz commended Chris and everyone who contributed to the Resource Guide. We will use the guide in a number of different venues and programs. Please e-mail Chris if you would like some in your respective department.
<b>6. Adjournment</b>	Meeting adjourned at 2:20 p.m.	