

SBVC
**Enrollment Management &
 Student Equity**

July 12, 2016

1:00-2:30 p.m.

President's Conference Room- AD/SS 207

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
Paul Bratulin			Henry Hua		
Stephanie Briggs			Aber Israel		
Keynesia Buffong			Dr. Craig Luke, Sr.		
Charles Burton			Joseph Nguyen		
Raymond Carlos			Dr. Ricky Shabazz		
Yancie Carter			Dr. James Smith		
Johnny Conley			Mary Valdemar – Senate		
Marco Cota			Raquel Villa – CSEA		
April Dale-Carter			Dr. Kathryn Weiss		
Amber Gallagher			Carol Wells		
Keenan Giles			Chris Williams		
Ron Hastings			Shari Blackwell		

TOPIC	DISCUSSION	FURTHER ACTION
1. Student EMC proposal - Mitchell		
2. Update on Marketing Proposal to District – Paul a. Need for Ratifications		
3. EMC Sub-Committee Reports a. Update on July marketing and outreach calendar: Paul and Johnny to provide calendar and go over strategies b. Update on Student workers and Tents: Johnny, Ray and Joseph c. Movie Night d. Registration Survey: April to bring a copy		
4. Update on NSW D		
5. Review EM Timeline		
6. Adjournment		

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MINUTES

Members:

Student Services Mission: To provide a system of support services that enhances student success and achievement of educational goals.

	A	P		A	P
Paul Bratulin		X	Aber Israel	X	
Stephanie Briggs	X		Dr. Craig Luke, Sr.		X
Keynesia Buffong		X	Joseph Nguyen		X
Charles Burton		X	Dr. Ricky Shabazz		X
Raymond Carlos		X	Dr. James Smith		X
Yancie Carter		X	Mary Valdemar – Senate		X
Johnny Conley		X	Raquel Villa – CSEA	X	
Marco Cota		X	Dr. Kathryn Weiss	X	
April Dale-Carter		X	Carol Wells	X	
Amber Gallagher	X		Chris Williams		X
Keenan Giles		X	Shari Blackwell		X
Ron Hastings		X	Mitchell Young – Guest		X
Henry Hua		X	Autumn Blackburn – Guest		X

TOPIC	DISCUSSION	FURTHER ACTION
<p>1. Student EMC proposal - Mitchell</p>	<p>Dr. Shabazz welcomed the committee members and thanked them for attending the meeting.</p> <p>Dr. Shabazz thanked Chris Williams, Yancie Carter, Paul Bratulin and everyone who worked on the Student Success Handbook. Dr. Shabazz asked that if anyone finds any errors in the handbook to please let us know. The handbook was a big hit with students last year. The handbook provides a lot of relevant policies and procedures as well as steps to student success.</p>	<p>Dr. Shabazz shared that Mary Valdemar made a great point about students being involved with the discussions we're having related to outreach and marketing. Dr. Shabazz introduced Mitchell Young, a young man that he is mentoring and is part of the Tumaini program. Raymond Carlos will also work with student, Autumn Blackburn from ASG who is in attendance today. Everyone gave self-introductions.</p> <p>Mitchell Young shared that it is sometimes a struggle for students to find what they are looking for to be successful. Mitchell performed a song "The Valley". Dr. Shabazz thanked Mitchell and shared that the song showed a lot of creativity. Dr. Shabazz has seen a tremendous growth in Mitchell and stated that he was very instrumental with the Student Success Newsletter. Henry Hua made a motion to include Dr. Shabazz in the song. Dr. Craig Luke and Mary Valdemar seconded the motion. Mary thought this was wonderful idea and students will identify with the song for so many reasons. No oppositions, no abstentions. The motion was approved unanimously.</p>
<p>2. Update on Marketing Proposal to District – Paul</p> <p>a. Need for Ratifications</p>	<p>Paul Bratulin provided an update on the Marketing proposal to district.</p>	<p>Paul Bratulin shared that a proposal of \$280K was submitted to the district for Outreach and marketing funding. Jose Torres will have an answer by Thursday of this week. We hope to get the items mostly funded. Billboards were run for free in July. Items will have to go to board and be ratified.</p>

<p>3. EMC Sub-Committee Reports</p> <ul style="list-style-type: none"> a. Update on July marketing and outreach calendar: Paul and Johnny to provide calendar and go over strategies b. Update on Student workers and Tents: Johnny, Ray and Joseph c. Movie Night d. Registration Survey: April to bring a copy 	<p>The Enrollment Management Sub-Committee provided updates.</p>	<p>Paul Bratulin held a meeting with Johnny Conley and the sub-committee and provided the most updated calendar. Today is first day we are launching registration tables and posters. This Thursday is first ice cream day. Ice Cream cars will be wherever the tables are held. Ice cream, water, juice and soda will be provided from 10-4 to all students that can prove they registered will get a free item. Johnny asked about student ambassadors that can help out during this time. An email will go out to all students.</p> <p>Joseph Nguyen provided an update on the student ambassador training. The students must be currently hired workers.</p> <p>The first movie night we will show "Freedom Riders" in the Library Viewing Room. Mary Valdemar is working on getting faculty who would like to attend to do an introduction and be on the panel. There will be registration assistance on the second movie night. We need to speak with Karol Pasillas about the logistics of having at least one Outdoor Movie Night in front of the auditorium. Karol stated to be advised of overtime pay, \$400+ for set-up, etc. Campus police would need to be informed of the event as well. Hopefully this is a reason for people to come back to Valley College.</p> <p>Johnny Conley shared that there is a one page program plan for this Saturday for the door to door. There has been been some concern regarding going door to door. Johnny gave an update about safety and what the day would consist of. Johnny feels we are not ready or prepared with all the logistics. The Saturday before NSWD was suggested by Keenan Giles. This would fall on Saturday, August 6th. The district would be back to the regular work schedule. This would be a Saturday morning. Johnny agreed to come back with more details for August 6th at the July 21st meeting.</p> <p>The committee had a discussion regarding safety and options regarding dates. Motion to postpone. Paul Bratulin moved, Keynasia Buffong seconded the motion. All in favor, no oppositions or abtentions. The motion was approved unanimously.</p>
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<p>4. Update on NSWD</p>	<p>Johnny Conley shared an update on New Student Welcome Day.</p>	<p>Johnny Conley reported that student workers delivered flyers for NSWD. If you would like to reserve a table, please email Mary Smith. There will be four big tents with plenty of space. Johnny will send an email out to campus about registering for tables. We need to keep the PowerPoint presentations condensed to 2 to 4 slides tops. Please e-mail to Amanda Moody. April Dale-Carter is the designated person for give-aways. We will be giving away a laptop that ASG will donate. Paul stated that the pole banner stuff will be up and has put in a work order for that. Joseph Nguyen reported that students are coming to the welcome center to register. They will also be able to register during NSWD.</p>
<p>5. Review EM Timeline</p>	<p>Table item #5 for the EM Timeline.</p>	
<p>6. Other Items</p>	<p>Dr. Shabazz discussed items that needed to be reported back on during the next meeting.</p>	<p>Dr. Shabazz is looking for Paul Bratulin to send out the marketing information with regards to activities today.</p>

		<p>April Dale-Carter mentioned the petition form that students will receive if they have lost their BOG or priority registration going forward. It will then go to the scholastic standards committee for review. April will develop an email campus wide to the employees of the college to inform them about the information and an attachment of the form and a link of where the form is online.</p> <p>Arts, Lectures & Diversity - Student Equity portion send out email's about when events are being held. There are a lot of events planned that are currently going through the board approval process. Dr. Shabazz shared that we forward to press release out of Marketing about the events.</p> <p>Paul Bratulin shared at the end of the meeting that he just received an email from Jose Torres at district that we received approval for the full marketing budget.</p>
<p>7. Adjournment</p>	<p>Meeting adjourned at 2:30 p.m.</p>	