

SBVC
**Enrollment Management &
 Student Equity**

October 11, 2016
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			Alicia Hallex		
Yvonne Beebe			Ron Hastings		
John Boyd			Henry Hua		
Paul Bratulin			Kathy Kafela		
Stephanie Briggs			Dr. Craig Luke		
Keynesia Buffong			Joshua Milligan		
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		
Tin Chung – ASG			Chris Williams		
Amber Gallagher			Shari Blackwell		
Keenan Giles					

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on the number of students who applied but did not register (April) – develop marketing strategy		
2. Update on Marketing for late start classes and Spring (Paul a. Review Timeline		
3. Update on drop for non-fee payment (April). Message to students about financial aid implications.		
4. Elimination of Drop for Non-Payment Policy (Dr. Briggs and Henry Hua)		
5. Update on Yearly FTES Goals - Henry		
6. ValleyFest – tentative date: Dec. 9 (Paul)		
7. Day of Service – tentative date: Dec. 17 (Paul)		
8. Adjournment		

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MINUTES

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Members:

	A	P		A	P
Tammy Allen		X	Alicia Hallex		X
Yvonne Beebe	X		Ron Hastings	X	
John Boyd			Henry Hua		X
Paul Bratulin		X	Kathy Kafela	X	
Stephanie Briggs		X	Dr. Craig Luke	X	
Keynesia Buffong	X		Joshua Milligan		X
Charles Burton		X	Joseph Nguyen		X
Raymond Carlos	X		Dr. Ricky Shabazz	X	
Yancie Carter	X		Dr. James Smith		X
Johnny Conley	X		Mary Valdemar – Senate		X
Marco Cota	X		Raquel Villa – CSEA	X	
April Dale-Carter		X	Dr. Kathryn Weiss		X
Tin Chung – ASG	X		Chris Williams	X	
Amber Gallagher	X		Shari Blackwell		X
Keenan Giles	X				

TOPIC	DISCUSSION	FURTHER ACTION
<p>1. Update on the number of students who applied but did not register (April) – develop marketing strategy</p>	<p>April Dale-Carter provided an update on the number of students who applied for fall but did not enroll in classes.</p>	<p>April Dale-Carter reported that the report was ran and the number of students who applied for fall but did not enroll was approximately 7,800 students. Most of the students simply did not apply. One of the students reviewed did apply but she dropped and it picked her up because she is not currently enrolled, but applied for fall 2016. There could be a number of reasons as to why students dropped their courses. April suggested that we should send some type of survey to find out why they did not enroll or why they dropped courses. Joshua Milligan stated that in technical or welding, students complain all the time about financial aid. That is a constant complaint from almost every single student.</p>
<p>2. Update on Marketing for late start classes and Spring (Paul) a. Review Timeline</p>	<p>Paul Bratulin provided an update on Marketing for late start classes and spring.</p>	<p>Paul Bratulin stated that tere are no updates on the marketing budget since last meeting. We are currently In limbo. We do not know what we will be buying as far as big ticket items. The timeline stays the same. We are currently sending out emails and posting</p>

social media. We are going to try to market late start classes on social media.

Paul stated that the kiosk, campus tv and marquee that were marketing the fall late-start promotions should have come to an end effectively this week. We need to keep the message out there until students are no longer to enroll in classes. Paul stated in the past that custodial staff would carve out messages on the lawn. Paul is looking to possibly restore that. We are looking at more gorilla style marketing such as putting flyers inside of bathroom stalls so they pop out when people don't expect them. Another suggestion is to completely wallpaper an area with the same flyer such as the Greek Theatre to grab people's attention.

Paul stated that we will provide announcements of open classes when classes aren't filled. James Smith asked how accurate that is if the class still has space. The classes may not be filled but you cannot register for them. James recommended to have a note somewhere because it adds to frustration when they cannot register. The list should go through multiple eyes before it gets published so we can eliminate things that frustrate people. We also need to look at advertising in a different way once the class has started. We are trying to get a standard section number for contracted. The link is intended to exclude classes once they are full so that students are able to get a list of only open classes.

Some groups have been asking for customization to WebAdvisor but IT is not open to doing that. IT wants to go with the "vanilla" version of WebAdvisor, they do not want to do additional customization. We have suggestions as to what we can input and we need to advocate for this issue. We should be able to create another informer report, if we have a field or combination of fields where we can pull all these exceptions. People who have a negative view of the campus are those who have experiences of getting the run around, regardless of the office and this is very

		<p>negative. Some have vaguely negative ideas of the neighborhood if they have never been here. Students also get frustrated if they receive a message which states that they need a petition as the message does not say what type of petition is required. This has them going to several different offices.</p>
<p>3. Update on drop for non-fee payment (April). Message to students about financial aid implications.</p>	<p>April Dale-Carter reported on a non-fee payment drop which was discussed at District Assembly last week.</p>	<p>April Dale-Carter stated that members of District Assembly were asked to bring the information back to campus to come of the committees to discuss the item further. Dr. Glenn Kuck was at District Assembly and stated that changing to a different drop-date schedule is not something that will happen for the spring. This could be a possibility for summer or fall. We could look at possibly doing a 5 day drop instead of a same day drop. Dr. Kuck was going to take it to DAWG. Paul stated that there will be a 3-5 day drop period that will be implemented for spring. The Academic Senate President from CHC talked about a 10 day drop period. Dr. Shabazz talked to Celia Huston from Academic Senate at SBVC about this. Our committee is to provide some kind of recommendation so they can talk about it in Academic Senate. If CHC goes with a 10 day drop, there would be time for a student to get a letter from Financial Aid that they were being awarded and have an exception put through to keep them from being dropped. April stated that this is feasible. The concern is will that student come back in and pay those fees? There is more coding involved to have it deducted from the student's Financial Aid. Placing hold on them does not hurt them once they are enrolled in classes. The difference between a 5 and 10 day drop date is, if dropped in 5 days, another person can still get the class. This is prior to census for the first 3 to 5 days of school. Efficiency could also go down.</p>

		<p>The 5 day drop is most workable, but how does that compare to the 3 day we had previously in place? Is 3 days better than a 5 day? April shared that a 24 hour fit workload on Admissions & Records is best. Same day drop is a lot cleaner, otherwise there is a more manual review of students. CHC cannot do a 10 day drop and SBVC do a 5 day drop. We need to agree on the time frame and have the same drop deadline. We should not be dropping a student after census. If a student completes their FAFSA today it takes 7-10 days to get processed through Financial Aid and to get BOG waiver. If they are approved for a PELL grant this would help in determining if they should be dropped. Mary Valdemar stated that many students are being dropped not for class fees but for the \$35 student services fees. The BOG fee covers classes but not student services fees. We would have to talk to Glenn about coding and what it would take. There are a lot of students being dropped before census because they can't afford to buy their textbooks needed for their courses. To move forward, we need to have changes in system. We need to have a conversation with Glenn about the cost of coding. We need to be able to not drop students who had financial aid (technical issue that needs to be resolved). We need to strongly advocate for that. All items are currently bandaids for the problem. However, we need to apply the bandaid while working to fix where we get financial aid to cover fees. After a vote from the committee members, 5 days has most votes, 90 days has the next. Henry stated that when we drop students, we are mainly eliminating access for them. Most colleges go for a 7-10 day drop period. If a student does not pay within timeframe and they are dropped, do their fees remain, or they have a balance? If we are dropping for non-payment, they should have no balance. A recommendation was made that we do not drop for</p>
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		<p>student fees, those fees should come out of financial aid. This needs to be implemented first. Recommendation 7 day interim while working with longer term solution with friends at Crafton. From the day that they register, they have 7 days to pay. Mary Valdemar gave four overall statements for student regarding drop timelines with certain accommodations. When looking at other community colleges, we can use a date instead of counting days. Example was "if you register by Aug 3, you need to pay by Aug 12", etc. April and Stephanie will get together and solidify dates and write up a policy. Henry would like a 5-7 day drop period to the start of the term to be a buffer. Anything after that they can be dropped.</p>
<p>4. Elimination of Drop for Non-Payment Policy (Dr. Briggs and Henry Hua)</p>	<p>Item was discussed during item #3.</p>	
<p>5. Update on Yearly FTES Goals - Henry</p>	<p>Henry Hua provided an update on the Yearly FTES goals.</p>	<p>Henry Hua reported that SBVC is off 900 FTES for our yearly target. This equates to 400 FTES for the fall. Essentially we have more students, approximately 125-160 more students, however they are taking less classes or less load. The campaign needs to be more focused on keeping students here and taking more courses. WE need to be going above what we have in the spring is very small vs. the fall or the 7 weeks from the summer. We borrowed 260 FTES from the summer to hit our last year's target. We only have a cushion for summer. That's barely making what we did last year. We need campus as a whole to do this. We have been writing a growth plan as a team effort. ValleyFest is community event to try and get the community to see the value of Valley. We will be having campaigns across the campus for our own faculty and staff to take classes. Henry stated that we do Ed plans but students but they are not being followed.</p>

		<p>There is a plea to look for different ways to generate 5,700 FTES in the spring. Majority of the colleges in this area not have grown within centers but because they have reached across the region they have a larger base. We need to look at high school partners, Amazon and different ideas. Our best bet is the students already here on our campus. We need to energize students to stay on campus and go to our events. We need to get students to see what else we are offering. We need to have better plans for evening/weekend colleges. We need to make the online course catalog better to view so people can see that they can go to work and still go to school. We are looking at different ways to do that and we do not have a lot of time left.</p>
<p>6. ValleyFest – tentative date: Dec. 9 (Paul)</p>	<p>Paul Bratulin stated that December 9, 2016 is the tentative date for ValleyFest.</p>	<p>December 9th will be a huge party for students. We heard feedback regarding events, such as the 90th anniversary gala, that we do not celebrate things campus wide, this is more like fundraiser. ValleyFest is to be a massive open house to bring community to SBVC and bring fun events on campus and raffles for students. We also need to have items to show students that they will be interested in. This event requires a campus campaign to open our doors to the community in the area. If you have any ideas, please forward them over to Paul. Paul is taking care of logistics like the food trucks. The event will be held around 3-7 p.m. not to impede classes that are going on. The goal is to have about 500 attendees; 1,000 people in total. We need to bring the item to to Academic Senate to get more faculty involvement. It is the recommendation of committee to move forward.</p>

<p>7. Day of Service – tentative date: Dec. 17 (Paul)</p>	<p>Paul Bratulin provided information regarding the Day of Service.</p>	<p>Paul Bratulin stated that the Day of Service is an eExtension of earlier conversations during summer registrations. This is an effort for us to reach out to the community to do recruitment. The date is set for December 17th. Teams of staff will go out door to door into residential areas and communities and good neighbors. The executive team and any staff who are able to assist would be greatly appreciated. We want to show the community that we care about them. This is a totally volunteer event/day. There will be a BBQ afterwards and volunteers may invite family members come and show where they work.</p>
<p>8. Title V Focus Groups – (James)</p>	<p>Dr. James Smith provided information on the Title V Focus Groups.</p>	<p>Dr. James Smith shared that they are trying to recruit people to another way of focus groups for the the Title V grant. The facilitator who is coming down will be writing grant. He wants to be as familiar with the campus and the vision that the members of the campus hold and the goals that they have for the campus as possible. On 20th of October we have 3 focus groups, follow-up and building on that. 1 p.m. is primarily for classified staff and 4 p.m. is for faculty members.</p>
<p>9. Adjournment</p>	<p>Meeting adjourned at 2:37 p.m.</p>	