

SBVC
**Enrollment Management &
 Student Equity**

August 23, 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
Tammy Allen			Alicia Hallex		
Yvonne Beebe			Ron Hastings		
Paul Bratulin			Henry Hua		
Stephanie Briggs			Kathy Kafela		
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. Introductions of members a. Meeting dates and times		
2. Charge of the Committee a. Definitions of Enrollment Management and Student Equity		
3. EM Update a. Review fall numbers (Henry and Ricky) b. Recap of NSW (Johnny) c. Recap of Registration Tents and Lab (Johnny and Joseph)-expand for Spring d. Discuss marketing and Outreach strategies (Paul and Johnny update on District money) e. Fall Registration Survey (Charles to have example) f. Promote Late Start and Spring Enrollment (Everyone) g. Review EM Timeline		
4. Review Student Equity Plan a. Quick overview of Plan b. Data Collections-Ron Hastings Example of 24 Hour Reserves Section (Ron to have handouts) c. Update on Hispanic Heritage Month (Mary Valdemar)		
5. Next Meeting		
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
Tammy Allen	X		Ron Hastings		X
Yvonne Beebe		X	Henry Hua		X
Paul Bratulin		X	Kathy Kafela	X	
Stephanie Briggs		X	Dr. Craig Luke, Sr.	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		
Amber Gallagher		X	Shari Blackwell	X	
Alica Hallex		X			

TOPIC	DISCUSSION	FURTHER ACTION
<p>1. Introductions of members</p> <p>a. Meeting dates and times</p>	<p>Dr. Shabazz welcomed everyone to the first Enrollment Management and Student Equity Committee of the semester.</p>	<p>Dr. Shabazz spoke to the committee members about a need to have the faculty co-chair. Stephanie Briggs has been serving in that capacity. This committee meets twice per month, on the 2nd and 4th Tuesday's from 1-2:30 p.m.</p> <p>Dr. Shabazz stated that Enrollment Management is an important topic as we are in need of FTES but also need to look at times when we are not in need of FTES. We are looking for leadership, participation and dialogue while looking at targets developed for us and the Enrollment Management Plan. We need to shift gears and approaches in terms of Enrollment Management in the past, present and future. There are other individuals on the committee that are not present today and one faculty member whose time conflicts with their class schedule.</p>
<p>2. Charge of the Committee</p> <p>a. Definitions of Enrollment Management and Student Equity</p>	<p>Dr. Shabazz thanked Shari Blackwell for sending out the charge of the committee to the members.</p>	<p>Dr. Shabazz reported that Classified Senate and Academic Senate are looking at Enrollment Management strategies and competing interests. This is an opportunity to have conversations about targets. San Bernardino Valley College needs to develop an Enrollment Management Plan and present it to District Enrollment Management Committee. The Student Equity Plan also comes out of that committee. About two years ago the state allocated resources to fund Student Equity to develop interventions to the most disproportionately groups on campus.</p>

Dr. Shabazz reported that Shari emailed out Student Equity Plan to committee members.

Dr. Shabazz stated that for 2016-17 there has been no increase in funding in Student Equity. We are in year two of different interventions and funding being diverted to interventions and staff development. We have also hired Charles Burton, Research Assistant for Student Equity. Charles and Johnny are going around and meeting staff and are collecting data on Student Equity. Johnny Conley has been told and given the duties of Student Equity. The first year we received \$600-700K. This year we received \$1.3M. That alone is work enough for a manager. Mr. Conley has also been charged with Valley Bound and his staff. We need to look at having someone entirely dedicated to overseeing Student Equity. We will vote and take our decisions and desires through the college's consultation process. There is not only a need for a manager, but also a Dean and Administrative Secretary for Student Equity. Student Services currently has only one Dean that all paperwork goes through. SSSP funding is now pushing \$4M instead of \$4K. We now have \$5M going through one Dean and one Administrative Secretary. There is a great need for staffing. We need to look into having conversation in upcoming weeks.

Dr. Shabazz shared that the District developed an Enrollment Management Committee that meets on the 1st and 3rd of month from 3-4 p.m. We would like someone from this committee to serve on the District's committee. Henry Hua, Paul Bratulin and Dr. Shabazz would like Celia sit on committee and would like to have a faculty representative sit on that committee as well. Please e-mail Shari and Dr. Shabazz so the item can be placed on the agenda.

The Formation of the District Enrollment Management Committee afforded the colleges to make requests for additional funds. Dr. Shabazz turned the meeting over to Henry to discuss the targets.

Henry shared that at the very last minute there were dollars up for grabs. Dr. Shabazz thanked Henry, Paul and Johnny for their work. Henry stated that our goal should be to first keep students and help them to complete degrees and certificates. Secondly to use resources to get new students into our pipeline at Valley. This year, in our EIS snapshot the current numbers are 300 to 400 students away from where we were at the end of our fall semester which is about about 400-600 FTES from where we were last year. We asked the state about other colleges and found out that about 70% of colleges are in stabilization or decline. There are a few institutions that are in about 3% upward mobility. The closest colleges are Chaffey and Mt. San Jacinto. We will look at different solutions and making sure students are successful. Henry also reported that we are looking at web software called Civitas and provided brief information on the software. California is very new to this software. There are only four other community colleges that have requested their services. It is all in the beginning stages at this point. Henry also reported on other Software named Regroup which calls on students that may need to enroll in specific classes. We can also use Regroup to robocall, e-mail and text students. We can use Regroup for late start classes in September and October and for short-term classes.

Henry spoke with the committee members regarding space utilization for classes during prime times that are available. Henry stated that he will meet with Glen at district to see what we have in terms of technology. We are also reviewing Burning Glass software which looks at labor data to see what trends are in terms of CTE. We have not been able to find any vendors tht have one program that does everything but they are contacting us every day trying to sell their programs due to the influx of Student Equity and SSSP funding.

District says we should grow at 2%. What do we need to do in order to achieve that? Are we in a position to grow? What does that look like and what do we need to achieve it?

		<p>Henry also reported that we are also competing with several warehouses in the area that are hiring. Students will leave living off of financial aid for a \$15 an hour job. Businesses have approach us about delivering courses to their employees. We are having those discussions now. Businesses want course offerings immediately. The businesses, such as Amazon, are wanting short-term, vocational education. They want to make sure that their workers are happy. They want them to feel like they are being invested into. We need to educate the employer on the vocational courses they are interested in. Cardenas is interested in ESL classes so their employees can speak English to their customers. Amazon averages around 7,000 employees, 12,000 at peak seasons. 90% of their employees say they go to Valley. Amazon has built a classroom just for us. We cannot deliver the courses because we are barely able to fill the classes on campus. We are the only college partnering for them.</p>
<p>3. EM Update</p> <ul style="list-style-type: none"> a. Review fall numbers (Henry and Ricky) b. Recap of NSWD (Johnny) c. Recap of Registration Tents and Lab (Johnny and Joseph) – expand for Spring d. Discuss Marketing and Outreach strategies (Paul and Johnny update on District money) e. Fall Registration Survey (Charles to have example) f. Promote Late Start and Spring Enrollment (everyone) g. Review EM Timeline 	<p>Dr. Shabazz asked the committee if we can look to elect a faculty chair today or if they would like to think about potential candidates and agendaize it for the next meeting.</p>	<p>After a brief discussion, Marco Cota nominates Stephanie Briggs as faculty chair. Kay Weiss seconds the nomination. There was no further discussion or other nominations. All moved in favor of Stephanie Briggs as the faculty chair. No oppositions or abstentions. It was so moved. Dr. Shabazz thanked Dr. Briggs. Stephanie confirmed that she is available on Thursday's at 3 p.m. for the District Enrollment Management Committee. Dr. Shabazz stated that by end of the year should have to write Enrollment Management Report but not a plan.</p> <p>Johnny Conley gave an update on New Student Welcome Day (NSWD) and thanked everyone that participated. There were approximately 700-800 new students on campus during the event. We held several workshops that were student services integrated. Clubs and organizations came out to meet with the students. WE had a DJ for music and provided Panera Bread for lunch. Nice showing to start the semester. We were able to get students to sign up, register, have a counseling appointment and orientation before the end of the day.</p>

		<p>We have asked Charles and Johnny to work on a research project to provide us with data by the end of January about the success rate. We would like to see the success and persistent rates versus those students that do not attend NSW. There are a growing number of students who attended NSW who have not completed all of the steps to register. We need to find out if NSW is also a successful recruitment process.</p> <p>Johnny and Dr. Shabazz commended Joseph Nguyen and Marco and those who brought that together for students to be able to follow the process. We look forward to doing more of that to help students. As more students that found out about the lab, more students attended. A student ambassador ran the lab and a counselor also went and helped out. We have extended the lab for another week from 9 a.m. to 5 p.m. This is being offered in the Library compared to the Welcome Center. We are looking to extend the lab for the spring semester. Johnny had a Welcome Table for the first few days of school. They interacted with students who would have wandered around for hours lost trying to find their classes. That time was most helpful for students. There is a concerted effort to compile lists to send to counseling regarding open classes. Science, Library, etc. took their own lists of available classes to the tables. Daily there are still students coming to the college who want classes.</p>
<p>4. Review Student Equity Plan</p> <ul style="list-style-type: none"> a. Quick overview of Plan b. Data Collections – Ron Hastings Example of 24 Hour Reserves Section (Ron to have handouts) c. Update on Hispanic Heritage Month (Mary Valdemar) 		<p>Dr. Shabazz reported that Paul Bratulin had monies as one-time funds to increase advertising efforts. Outdoor advertising and radio are continuing throughout September. They have spent an additional \$150K in advertising. Outdoor billboards and English and Spanish radio ads on various radio stations. We also have outdoor advertising at Victoria Gardens food court tables. We also have a digital social media and radio advertising with those funds and some funding left over. There is about half the funds being used for the billboards for spring and approximately \$20K for mailings. However, most of the funding has been spent for the fall semester.</p>

Dr. Shabazz stated that we need to have an earlier start for spring and fall of next year. This year we were not able to begin with processes until June. Dr. Shabazz stated that he will meet with Henry later to talk about the spring semester. Spring registration starts in November. We have to go to board in October to meet deadlines.

Johnny reported that outreach has had a late start and were not able to get items on the board agenda. Looking to start for spring. That will have an instant impact on promotional and advertising efforts. Student workers will need to be trained to help the outreach person. We are looking at October-December for the booth at the Inland Center Mall to be set up. There will be laptops with professional staff and student ambassadors. There will also be application workshops. We want to keep consistent visibility in that mall throughout the peak times. There will also be another Welcome Center off campus in the mall. We do not have a lot of student ambassadors; we may be talking about 20 on a routine day. We believe in the power of peer to peer but there are not an infinite numbers of student workers that are trained. Dr. Shabazz will speak with Amber Gallagher to hire a financial aid student worker or Shalita Tillman for a CalWORKs worker. Johnny stated that we are done inreach, but without people in outreach we have not been able to go out into the community.

Johnny stated that if anyone comes across an activity that we should be part of, please send the information to Johnny and Marco. However, we do not have an unlimited budget for events. Johnny and Marco will do an update on the outreach calendar. The original outreach budget is \$9K. We will need to send postcard to service area homes with events listed. Johnny reported that for the movie offerings we need to be more current as the new students do not know what the movies are that are being shown as they are very outdated.

Charles reported on the survey he is working on. He will disburse out to the emails where they will be readily available. About 20% of students will apply to it. This needs to be a solid Enrollment Management survey.

		<p>Dr. Shabazz asked Charles to email out the survey's as there were not enough copies provided. Then to schedule a meeting with Charles, James, Marco and Dr. Shabazz to review it. We are looking for a survey to assess how new students found out about San Bernardino Valley College and what their experience was throughout their enrollment process. Dr. Shabazz asked that everyone respond to the survey by Friday and let us know what you would like to change or if it meets your expectations. Shari will schedule a meeting to look at the survey.</p> <p>Ron Hastings will be the first agenda item during the next Enrollment Management meeting regarding Data Collections on the 24 hour reserve section.</p> <p>Mary Valdemar reported on the beginning of Latino Heritage Month is Hispanic Heritage Week. SBVC is an HSI college and we report out to organizations such as HACU. Whole month goes September 15-October 15th. September 12-15 is the Hispanic Heritage Week.</p>
<p>5. Next Meeting</p>	<p>Dr. Shabazz reported that the next Enrollment Management & Student Equity Committee meeting is in two weeks from today. Please send agenda items to Shari and Dr. Shabazz.</p>	
<p>b. Adjournment</p>	<p>Meeting adjourned at 2:24 p.m.</p>	