SBVC Enrollment Management & Student Equity	July 26, 2016 1:00-2:30 p.m. 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:

Name	A	P	Name	A	P
Paul Bratulin			Henry Hua		
Stephanie Briggs			Aber Israeil		
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. **Update on fall 2016 Enrollment Numbers – Henry go over the numbers**		
2. **Review Draft Enrollment Survey – Charles Burton**		
3. **Update on July Outreach/Marketing Calendar** **a. Door to Door-Johnny** **b. Campus marketing Banners-Paul** **c. Update on Community Outreach Booths-JR (mall and swap meet)** **d. Update on Movie Nights-Paul and Mary** **e. Update on Student Stations: Paul, Ray, Johnny and Joseph**		
4. **Update on District EMC Budget** **a. Allocation and implementation of funds-Where are we-Paul and Henry** **b. Where are we running ads and what is our marketing strategies on campus versus off campus: Paul**		
5. **Review Enrollment Management Timeline: Paul and Henry**		
6. **Adjournment**		

Enrollment Management Committee Meeting
President's Conference Room
July 26, 2016 1:00 pm to 2:30 pm

Update on Fall 2016 Enrollment Numbers **Henry**	Right now we are about 10-15% higher than this time last year.
Review Draft Enrollment Survey **Charles**	No draft at this time but they met last week to decide which questions to be used for the survey. There was much discussion about the delivery method to use but was decided that at the time the survey is complete then the conversation will continue as to delivery method.
Update on July Outreach/Marketing Calendar **Paul**	**HANDOUT (attached). The events on the handout was covered with the following details:** **The tables** set up outside in the breezeways have had pretty good traffic but they are not collecting information on those visiting the tables and pretty much are not registering anyone as most people have already registered. **Ice Cream Days** – have been very successful with great turnout. He estimated approximately 400 attend each day and each event costs about $1,000.00. **Movie Night** – great turnout as well considering the notification went out the night before. Approximately 33 people attended the first night. **Lunch concert** – was originally scheduled for August 11th but are working out the details.
Door to Door **Johnny/Henry**	**Tabled**
Campus Marketing Banners **Paul**	**Tabled**
Update on Community Outreach Booths **Jr**	**Tabled**
Update on Movie Nights **Paul & Mary**	**Handout (attached) Pretty much covered above in Paul's Marketing Calendar.**

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Update on Student Stations **Paul, Ray, Johnny, Joseph**	**Tabled**
Update on District EMC Budget	**Tabled**
Allocation and Implementation of Funds **Paul & Henry**	We have allocated $280,000.00 in funding from the district. These funds have been accounted for on the handout from Paul regarding the below agenda item.
Where are we running ads and what is our marketing strategies on campus vs off campus **Paul**	**Handout (attached).** Notes regarding each expenditure item have been noted on the handout along with the cost for each item and the dates each will be implemented.
Review EMC Timeline **Paul & Henry**	Looks like we are on track per the timeline with the exception of having a community newsletter which does not exist at this time.