

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

January 23, 2024

**MINUTES**

1:00-3:00 p.m.

Zoom Only: <https://sbccd-edu.zoom.us/j/97183078647>

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 |
|---------------------------------------|---|---|---------------------------|---|---|
| Dr. Olivia Rosas, Interim VPSS, Chair |   | X | Amanda Moody              |   | X |
| Dr. Dina Humble, Co-Chair             |   | X | Sandra Moore              |   | X |
| Dr. Linda Fontanilla                  |   | X | Joseph Nguyen             | X |   |
| Yvonne Beebe, Co-Chair                |   | X | Miguel Ortiz              | X |   |
| Dr. Anthony Blacksher                 | X |   | Dr. Joanna Oxendine       |   | X |
| Paul Bratulin                         |   | X | Justine Plemons           |   | X |
| Keynasia Buffong                      |   | X | Dr. Patty Quach           | X |   |
| Dr. Raymond Carlos                    |   | X | Carmen Rodriguez          | X |   |
| Marco Cota                            | X |   | Daymi Ruiz-Martinez (ASG) | X |   |
| April Dale                            |   | X | Evelyn Ruiz               |   | X |
| Christie Gabriel-Millette (CSEA)      |   | X | Nelva Ruiz-Martinez (ASG) | X |   |
| Aida Gil                              | X |   | Dra. Marina Serna-Pulido  | X |   |
| Keenan Giles                          |   | X | Ty Simpson                |   | X |
| Pete Gonzalez                         | X |   | Daniele Smith-Morton      |   | X |
| Rania Hamdy                           |   | X | Ayanna Spivey             | X |   |
| Ron Hastings                          | X |   | Bethany Tasaka            |   | X |
| Leticia Hector                        |   | X | Michelle Tinoco           |   | X |
| Joanne Hinojosa                       |   | X | Sam Trejo                 |   | X |
| Dr. Stephanie Lewis                   |   | X | Mary Valdemar (Senate)    | X |   |
| Alma Lopez                            |   | X | Abena Weber               |   | X |
| Gabriel Martinez                      |   | X | Vinnie Wu                 |   | X |

| TOPIC                             | DISCUSSION   | FURTHER ACTION |
|-----------------------------------|--|----------------|
| 1. Approval of 12/12/2023 Minutes | Ray Carlos moved. Amanda Moody seconded. Motion passed to approve the December 12, 2023, Minutes as written.   |                |
| 2. Updates-Dr. Rosas/Dr. Humble   | Dr. Humble reported spring enrollment surpassed fall and congratulated the entire college for work done for onboarding recruitment outreach retention. Dr. Rosas added we still need to keep our eyes on retention and on reasons for drops. |                |
| 3. SEM Academy Team Intro         | The SEM Academy Team was introduced with most members present.   |                |
| 4. Marketing Strategies-new SEMP  | The goal is to know who our students are to better support them utilizing quantitative (to include demographics, transfer and retention rates, etc.) and   |                |

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| <p>Marketing Strategies-new SEMP (Continued)</p> | <p>qualitative (to include drop reasons and survey responses) data to understand our students' life experiences and better support them towards their goals.</p>   |  |
| <p>5. Overview of SEMP Academy Project/Goals</p> | <p>Develop an integrated data framework to visualize the types of data necessary to better understand our students' experiences and possible barriers. This project is completed.</p> <p>Create data-informed student group profiles based on survey responses and persistence and attrition data. This project is completed.</p>  | <p>Develop a data-informed Strategic Enrollment Management Plan (SEMP) framework to provide recommendations for areas of focus and potential strategies in very rough draft form. Based on collaboration and feedback from college stakeholders (faculty, staff, administrators, student), begin to draft an updated SEMP and facilitate discussions and revisions fo draft.</p> |
| <p>6. Student Profile Presentation</p>           | <p>Four different profiles were presented: Black/African American students (male and female); Hispanic/Latinx students; First-Generation students and students registered with SAS.</p> <p><i>Overview: Black/African American</i> students have lower retention rates with fewer graduating; are more likely to receive Financial Aid; are more likely to be food and housing insecure (where 4 of 5 students lack at least one basic need); and have a more negative campus experience (e.g. feel less valued, more isolated, more unwelcome.) These students need a greater sense of community to help them thrive at SBVC.</p> <p><i>Overview: Hispanic/Latinx</i> students have higher retention rates; are more likely to have an Ed Plan and seek a degree/certificate; are less likely to lack basic needs although many are still food/housing insecure; and have a</p> | <p>Strategize and focus on community for the Black/African American student group.</p> <p>Continue initiatives as an Hispanic Serving Institution.</p>   |

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| <p>Student Profile Presentation<br/>(Continued)</p>      | <p>more positive campus experience (e.g. feel more valued, less isolated.) Progress is in the right direction.</p> <p><i>Overview: First-Generation</i> students have lower retention and completion rates; received more Financial Aid; and are more likely to be homeless but not food or housing insecure. These students are more likely to be female, older (25+) and Hispanic/Latinx. Many stated they do not understand the college experience and they need more guidance, such as an Ed Plan and Counselor appointments, and additional resources and processes support.</p> <p><i>Overview: SAS-registered</i> students have much higher retention and completion rates despite being more likely to lack basic needs; attempt fewer units but are more likely to complete them; and receive greater counseling support. These students are an example of how SBVC is serving our students well and providing the appropriate support.</p> | <p>Provide more directed academic counseling and enhance special program assistance.</p> <p>Continue to provide services to students registered with Student Accessibility Services (SAS.)</p>   |
| <p>7. Breakout Discussion for Each Presented Profile</p> | <p>3 Questions for each Profile:</p> <ol style="list-style-type: none"> <li>1. What might <i>you</i> do to support these students' persistence and success?</li> <li>2. What might <i>we</i>, as a collective body/institution, do to support these students' persistence and success?</li> <li>3. And what do you need from us, the institution, to better support these students' persistence and success?</li> </ol>  | <p>Each Breakout session discussed the three questions posed for all four Student Profiles and made suggestions that were populated into the shared document for all to review.</p>  |
| <p>8. Whole Group Discussion/ReCap and Next Steps</p>    | <p>Breakout sessions received positive feedback and suggestions. The SEM Academy Team will continue working towards the project goals.</p>   | <p>The Faculty Chair meeting is February 9 from 1-3pm in B-100 and everyone was urged to attend. The SEM Academy Team will present goals and profiles. Strategies and ideas gleaned from the meeting today will be shared with the faculty chairs.</p> |

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| 9. Next Meeting: February 13, 2024 |  |  |
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Guests:

Davena Burns-Peters - P

Yancie Carter - P

Alan Erving - P

John Feist - P

Samantha Homier - P

Denise Knight - P

Ula Matavao - P

Suzi Mattson - P

Amy Mills - P

Kay Dee Yarbrough - P