

SBVC COLLEGE COUNCIL
September 28, 2016 MINUTES
PRESIDENT'S CONFERENCE ROOM, ADSS-207
TIME: 1:00 PM – 3:00 PM

A= Absent

Diana Rodriguez, SBVC President, Chair
Celia Huston, Academic Senate President, Co-Chair
Rocio Aguayo
Dave Bastedo
Aaron Beavor
Stephanie Briggs
Lorrie Burnham
Yancie Carter **A**
Mary Copeland
Marco Cota **A**
Paula Ferri-Milligan
Rania Hamdy
Rick Hrdlicka
Henry Hua, Interim VPI **A**
Diane Hunter
Celia Huston

Ricky Shabazz **A**
James Smith
Scott Stark
Cassandra Thomas
Kay Weiss
(21 members)
Nicole Williams (MINUTES)

Guest(s): Susan Bangasser

CALL TO ORDER:

1:05 p.m. President Rodriguez called the meeting to order.

APPROVAL of the August 24 2016, September 2 2016 and September 14 2016 MINUTES

President Rodriguez requested a postponement of the approval --- the minutes are under review.

UPCOMING/FILLING POSITIONS – D. RODRIGUEZ

No Requests Submitted

Our Mission: 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 quality of life in the Inland Empire and beyond.

ENROLLMENT MANAGEMENT MARKETING TIMELINE – R. SHABAZZ

The attached timeline was provided by Ricky Shabazz. Council Members noted that the timeline needs to be updated to remove previous employees and add new employees. Rania Hamdy requested that the timeline be placed on the next College Council Agenda in order for Ricky Shabazz to answer some questions she has – Diana Rodriguez requested she provide those questions to Ricky prior to the meeting.

EMP & FMP DOCUMENT REVIEW UPDATE – S. STARK

Scott Stark informed the council that the turnout for the open forums on September 23 went well, with a larger crowd attending in the afternoon – including a Board of Trustees member and students. Scott received forum notes from HMP Architects today – he will bring those notes to the meeting scheduled for Friday, September 30.

Scott requested that any errors seen within the document be provided to him via email so that he can then on-forward to the architects. Paula Ferri-Milligan informed Scott that Tutoring is noted within the document under Student Services Report; however, Tutoring is also provided through Academic Support.

Scott Stark reminded the College Council members of the meeting on Friday, September 30, 2016 in ADSS 207 from 11:00am – 5:00pm.

- September 2, 2016 ✓
 - Kick off – review process and additional input required
 - September 23, 2016 ✓
 - Open Forums – obtain input from community, faculty, staff and students
 - **September 30, 2016**
 - Deep discussion – share additional input from campus community and settle final EMP direction and FMP implications
 - November 4, 2016
 - Work session to review edits from previous meeting
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ACCREDITATION AND STUDENT LEARNING OUTCOMES – C. HUSTON

Celia Huston indicated that the committee met Thursday, September 22, to review the Mid-Term Report timeline. The report is due to ACCJC in October 2017. Celia brought the following items

to the attention of the College Council as council members will need to prepare response for the Mid-Term Report:

- FALL 2017 Committee Self-Evaluations
 - Re-review of Flow Chart
 - Campus Climate Survey Trends
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EDUCATIONAL MASTER PLAN – J. SMITH

No Report

STRATEGIC PLANNING– J. SMITH

James Smith indicated that the six (6) goals of the Strategic Plan have been folded into the current EM/FMP. In a future College Council meeting, James would like the College Council to begin discussions to determine if the Strategic Plan should continue in tandem with the EMP/FMP or rather than duplicate efforts, will the EMP/FMP replace the Strategic Plan. James indicated that further discussion does need to transpire with regard to goal outcomes, whether we continue with the Strategic Plan or not.

Program Review – P. Ferri-Milligan

Faculty is currently working on Needs Assessment.

COMMITTEE REPORTS:

- Rocio Aguayo (ASG) – Currently conducting Register-To-Vote Campaigns, Proposition Forums and Voting Workshops. The ASG is also formulating Resolutions for student needs.
- Aaron Beavor (Classified Senate) – The Classified Senate is operating a snack bar at the SBVC Football home-games. All proceeds are direct to students through scholarships.
- Lorrie Burnham (Facilities & Safety) – The first meeting is scheduled for this Monday, October 3.
- Mary Copeland (Curriculum) – The October 1 curriculum deadline is fast approaching. Currently the committee is in discussion with regard to adjusting the deadline to better align with articulation deadlines. There is also discussion with regard to moving forward with the 2012 CurricUnet META update or not.

- Rania Hamdy (Professional Development) – The committee is working on processing conference requests.
 - Rick Hrdlicka & David Bastedo (Technology) – The committee is currently working on their Strategic Plan with the goal to finalize by December 2016.
 - Diane Hunter (CTA) – CTS is currently working on OPEN items of negotiation.
 - Cassandra Thomas (CSEA) – Cassandra is familiarizing herself with her role of interim President.
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OTHER:

Rania Hamdy encouraged College Council members to participate in the Cultural Competency Retreats – invitations are forthcoming.

Meeting adjourned at 2:05 p.m.

Next College Council Meeting: Friday, September 30, 2016 SPECIAL EMP/FMP 11am-5pm

Academic Year 16-17: Bi-Monthly, 2nd & 4th Wednesday, 1-3pm, AD/SS 207

August 24, 2016 ✓

Friday, September 2, 2016 SPECIAL EMP/FMP 1-3pm ✓

September 14, 2016 ✓

September 28, 2016 ✓

Friday, September 30, 2016 SPECIAL EMP/FMP 11am-5pm

October 12, 2016

October 26, 2016

Friday, November 4, 2016 SPECIAL EMP/FMP 8:30am-10:30am

November 9, 2016

November 23, 2016

December 14, 2016

January 25, 2017

February 8, 2017

February 22, 2017

March 8, 2017

March 22, 2017

April 12, 2017

April 26, 2017

May 10, 2017

Enrollment Management – Marketing Timeline

APRIL

Activity	Lead person	Timeline	Status
Secure the following list: * New Spring/ Summer/fall students, non- continuing students * Students who were enrolled in Spring. Students who applied but did not register for summer/fall List should include phone numbers, addresses and emails addresses.	April Dale-Carter	1 st week	
Electronic marquee to promote Summer & Fall semester courses	Paul Bratulin	1 st week of April through 2 nd week of September	
City Street Banners. Contact locations and update banners for placement in May to promote Summer and Fall registration	Paul Bratulin	1 st week of April through May	
Design and update campus banners and posters for Summer and Fall Registration	Paul Bratulin	1 st week of April	
Purchase ads space in 4 year colleges newspapers to advertise for summer	Paul Bratulin	1-4 week of April	
Update postcards for students who applied but never registered and high school students	Paul Bratulin	1-4 week in April	
Bus Billboards	Paul Bratulin	Ongoing	

New Student Welcome Day – San Bernardino Valley College	Johnny Conley	First Senior Day & NSWDC Committee meeting April 1 st 9-11 a.m.	
Visits to Alternative High Schools	Clyde/Johnny/Marco	1 st week – 4 th week	
Contact outreach locations to secure approval for Student Outreach Teams to promote Fall semester	Clyde/Johnny/Marco	1 st week – 4 th week	
Increase counseling hours during Peak Registration	Marco Cota	1 st week – 4 th week	
Assure that all Student Services employees are providing accurate information to potential and current students. Coordinate office hours during peak registration period.	Marco/Dr. Shabazz	1 st week – 4 th week	
Electronic recruitment via Facebook and Emails to students who applied but did not register	Paul/Chris/Joseph	1 st week – 4 th week	
High School Counselor Conference	Marco Cota	April 29, 2016	
Senior Day	Johnny Conley	April 22, 2016	
Mail summer enrollment postcards	Paul Bratulin	3 rd /4 th week	
Enrollment Management Committee Meeting	Dr. Shabazz	2 nd week	
Promote Fall courses in spring Sessions	Instruction	2 nd week – 3 rd week of April	
Faculty promotion of Fall courses in their classes (Memo to instructors from VP Kinde)	Instruction	4 th week- 3 rd week of April	

Press Release for Summer and Fall 2016 Peak Registration.	Paul	4 th week	
Enrollment Management Committee Meeting	Ricky	4 th week	
Continue Media Advertisement Fall semester	Paul	Ongoing	

MAY

Activity	Lead person	Timeline	Status
Electronic marquee to promote Summer & Fall semester courses	Paul Bratulin	Ongoing	
City Street Banners. Contact locations and update banners for placement in May to promote Summer and Fall registration	Paul Bratulin	Banners up by 2 nd week in May	
Place campus banners and posters for Summer and Fall Registration	Paul Bratulin	1 st week of May	
New Student Orientations	TBD	1 st week – 2 nd week of May	
Continue Media advertising for Fall semester	Paul Bratulin	1 st week – 4 th week	
Electronic recruitment project-Send emails to prospective students via A/R data, Twitter and Facebook.	Paul Bratulin	1 st week – 4 th week	
Visit Local School Districts to schedule presentations during the Districts Counselor Trainings.	Clyde/Marco/Johnny	1 st week – 4 th week	

Enrollment Management Committee Meeting	Dr. Shabazz	2 nd and 4 th week	
New Student Welcome Day – San Bernardino Valley College	Johnny Conley	NSWD Committee meeting May 20 th 9-11 a.m.	
Student Outreach Teams, Graduates and Alumni at recruitment locations in and around the community	Clyde/Marco/Johnny	Begin 1 st –4 th week	
Fall Registration posters and marketing on campus for currently enrolled students to register for fall. Register NOW! Campaign.	Paul	Begin 1st –4th week	
Mail post cards to students who applied but never registered and high school students	Paul	2-4 week	
Email to currently enrolled students encouraging them to register for Summer and Fall	Paul	Ongoing	
Update banners on college website to promote Summer and Fall Registration. Add banners for Tumaini, NSWD, FYE, Puente, Open classes, See a Counselor	Paul	2 nd week	

JUNE

Activity	Lead person	Timeline	Status
Meetings w/ High School Principals	Marco Cota	1st week – 4 th week	
Enrollment Management Committee Meeting	Dr. Shabazz	2 nd and 4 th week	
Send emails to San Bernardino Valley College students encouraging them to visit a counselor to complete or update their educational plans	Marco Cota	3 rd week	
New Student Welcome Day – San Bernardino Valley College	Johnny Conley	NSWD Committee meeting June 8 th 9-11 a.m.	
Electronic marquee to promote Fall registration	Paul Bratulin	June – 3 rd week	
Add website banner for open summer sections	Paul	Begin 1st –4th week	
Email to students registered in spring but not registered in summer and/or fall	Paul and April	Begin 1st –4th week	
Develop marketing materials for mall outreach location	Paul and Johnny	Begin 1st –4th week	
Promotion of Register Now Campaign for July. Paul to develop a calendar of events. Promote wear your Tshirt Day, weekend door-to-door, mall outreach, etc.	Paul, Johnny, Henry, Marco, and Ricky, (outreach Person)	Ongoing	