

Amanda Copy

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

May 9, 2017  
 1:00-2:30 p.m.  
 Orientation Conference Room - AD/SS 103C

**MINUTES**

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	X		Heather Johnson		X
Yvonne Beebe	X		Kathy Kafela	X	
Paul Bratulin	X		Dr. Craig Luke	X	
Dr. Stephanie Briggs		X	Mark Williams for Joshua Milligan		X
Keynesia Buffong	X		Joseph Nguyen	X	
Charles Burton		X	Neri Perez – ASG	X	
Raymond Carlos		X	Dr. Ricky Shabazz		X
Yancie Carter	X		Dr. James Smith	X	
Marco Cota		X	Mary Valdemar – Senate	X	
April Dale-Carter		X	Raquel Villa – CSEA		X
Keenan Giles		X	Dr. Kathryn Weiss		X
Alicia Hallex		X	Chris Williams	X	
Ron Hastings		X	Shari Blackwell		X
Cindy Huerta		X			

TOPIC	DISCUSSION	FURTHER ACTION
1. Minutes for Review	Dr. Shabazz asked the Committee members to review the minutes.	Dr. Briggs made a motion to accept the minutes for the March 28, 2017 meeting with corrections, Ron Hastings seconded. Motion carried. Dr. Weiss made a motion to accept the minutes for the April 25, 2017 meeting with corrections, Marco Cota seconded. Motion carried.
2. Introducing the Interim Dean of Student Equity and Success	Dr. Shabazz formally introduced Maria Del Carmen Rodriguez as the new Interim Dean of Student Equity and Success.	Dr. Shabazz reported that Carmen is going to the May 11, 2017 board for approval. Dr. Shabazz stated that there was a failed search for the Dean and we needed someone in that seat and serve in that capacity.
3. Update on Hiring: Director of FYE, Director of Financial Aid, Dean of Student Equity, Administrative Secretary – Student Equity	Dr. Shabazz gave an update on hiring.	Dr. Shabazz stated that moving forward Amanda Moody will be working out of class as the Administrative Secretary for Student Equity and Success. Amanda will take over the notes for this meeting. There is no immediate need to have an Interim Director for EOPS but if interested you can reach out to Carmen and Marco Cota. Dr. Shabazz stated that there is movement happening in Student Services. There was a failed search for the Director of First Year Experience as well as a failed search for the Director of First Year Experience.

		<p>We are figuring out what to do with that position. Student Services needs to have someone in that position. Valley Bound currently has some challenges but nothing that can't be addressed. However, one person cannot do both of these jobs. We need to have a Dean and Director in that area.</p> <p>An offer was accepted for the Director of Financial Aid and will be starting after the May board approval.</p>
<p><b>4. Review Summer Numbers</b></p>	<p>Dr. Shabazz provided a review of the summer numbers.</p>	<p>Dr. Shabazz stated that our summer numbers are looking good. We are trending a little below the ed count but is not a huge concern because high school students have not gotten out of school yet.</p> <p>Dr. Shabazz stated that everyone should be commended on the work regarding enrollment. Banners for campus have been ordered but have not yet arrived. The committee members would like to ensure that banners are ordered earlier as advertising seems to be late on a lot of the items this year. Dr. Shabazz shared that this is one of the many concerns he is hearing and encourage anyone that feels that way to send Paul Bratulin in Marketing an email.</p> <p>Dr. Shabazz shared that Paul went to his Public Information Officers conference and things are starting to click. Paul is still learning the ropes for working at a community college but that he is great at what he does. Mark Williams stated that as a collective body we should decide when the fall advertising is going out. Dr. Shabazz shared that that the committee does have a timeline that we agreed to, we just have to follow it.</p>
<p><b>5. Update Drop for Non-payment</b></p>	<p>April Dale-Carter provided an update for drop of non-payment.</p>	<p>April Dale-Carter shared that there have been no discussions from DAWG committee. The advise to not drop students came from the DAWG committee originally. We are waiting to hear the direction going forward at the district level. People on the DAWG committee are waiting as well. At this point we do not know what district is going with. April reminded the committee of the recommended</p>



		<p>stagger enrollment with students being dropped during the priority registration cycle 7 days prior to term starting. Once classes started there would be no more drop.</p> <p>Dr. Briggs shared that this is similar to what Riverside Community College has during priority registration. Our committee discussed this at length and agreed upon that. The next District Enrollment Management meeting has been cancelled but will add to the agenda for their next meeting. Dr. Biggs was the committee member assigned to the District Enrollment Management committee but is now serving as Interim Dean. We are in need of a faculty member that can attend that meeting once per month.</p> <p>April stated that she is working with Paul to send out messages via Robocalls to students who owe fees. We were going to use Regroup to text the students but has not heard back. April will contact Paul and follow-up with Dr. Shabazz. April stated that students have come in regularly and paid fees and are also petitioning to not have to pay fees. April stated that 1,242 students have not paid their fees. Dr. Shabazz asked April to send an email to everyone on the committee regarding students who still owe fees. Marco will email the committee members the count of students who still owe fees who receive Financial Aid. The committee discussed Financial Aid collecting fees for enrollment prior to disbursement. Dr. Shabazz stated that we need a policy for some consistency of what we are going to do from both SBVC and CHC campuses. We had been continuing to drop students after the start of class, which is against Title V. We were able to go with that approach because there is no deferral payment process. Dr. Shabazz asked April to send the committee the language out of Title V. District needs to make a policy but both colleges need to agree on how we handle drops. April clarified that no show drop is done by the faculty, no payment drop is done by the college. Dr. Shabazz stated that this should be the primary agenda item for the next meeting and</p>
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		that April will need time to research the information.
<b>6. Update on Concurrent Enrollment</b>	Dr. Shabazz provided an update on Concurrent Enrollment.	<p>Dr. Shabazz reported that San Bernardino City Unified School District (SBCUSD) wanted to reschedule their meeting on the 23<sup>rd</sup> of May. They had a change in leadership. The MOU is going to their board approval on May 25th. There is progress there but their Assistant Superintendent went out on leave and they now have a new Director of Secondary Education. Dr. Shabazz asked everyone to be on lookout for an email from Shari trying to reschedule the meeting with SBCUSD.</p> <p>Colton Joint Unified School District is scheduled to go as planned. The meeting will be held on May 24th for those who are involved. There was also a request from PAL center. We have a summer program with Options for Youth in place. The Matriculation Coordinator came up with an orientation. He will bring to this committee and get some feedback on what we want to have. The orientations are too long. People's attention spans are not that long. Students will remember when they have things that are shorter and tailored to them.</p>
<b>7. Update on Fast Friday's</b>	Dr. Shabazz provided an update on Fast Friday's.	Dr. Shabazz stated that Chris Williams, Joseph Nguyen and Yancie Carter on working on a pilot program called Fast Friday's, however the name may change. We will be targeting any first time student who did not participate during priority registration and late newcomers. We will provide a full day that would incorporate the application to the college, get through the matriculation process, provide at least a one semester educational plan and get them ready for classes. We hope to pilot this during the summer. Other colleges are doing this. As we pilot this program moving into next summer we hope to offer a higher level of priority to a new students if they came on that day. Hundreds of students come on our campus every day and have to come back for some other service. This could be the beginning of a guided pathway.

		<p>The college application is ridiculous, the state Vice Chancellor had her staff to do the application and it took two hours to fill complete. The state is moving toward simplifying the common application. It takes too long for people to apply to college.</p>
<p><b>8. Summer Recruitment Plan</b>  <b>a. Outreach Booths</b>  <b>b. Church Visits – Super Sundays</b>  <b>c. Valley in the Community Day – Set date</b></p>	<p>Cindy Huerta reported on summer recruitment plans.</p>	<p>Cindy provided a handout with projects she is currently working on. Kay Weiss asked about major community events for the 4th of July. Dr. Shabazz stated that this list does not involve community events that we regularly attend. However, if you come across event or college fair, send an email to Cindy and we will do our best to staff it. Cindy was asked to have a regular street team at the beginning of each peak registration. This will roll around summer and Christmas. Cindy stated that there are a lot of college fairs going on right now at the high schools as well as career fairs and tours on campus. Cindy is hiring for 30 studentss that need jobs. They do not have to be financial aid students.</p> <p>The staff discussed inquiry cards. Dr. Shabazz stated that until we have a software solution to efficiently do that, we are not in favor of collecting inquiry cards. We are viewing a demo next week for company that says it has software that can do that can provide that kind of service. We do not even follow-up with students that apply, apply and don't assess, assess and don't come, etc. We currently do not have the manpower to do that as Cindy is only one person. Dr. Shabazz shared with Mark Williams that this is a conversation he should be having with his Dean and that their outreach person is Peggy. Student Services does not have the manpower to provide that. Mark stated that every division should be doing this. There is money available through strong workforce. Dr. Shabazz asked that before anything is sent out to please run by Paul in Marketing and make sure Cindy has a copy of it as well as the Dean. We need to make sure our official PIO has the information and know what is out there.</p>



		<p>Dr. Shabazz shared that we would like to expand on Super Sunday's and bring plan for the group. Make an appeal with locations and dates that we all commit to two Sunday's over the summer to take San Bernardino Valley College into the community and to the churches. This is very similar to Valley in the Community. We may have to push this into June or July.</p>
<p>9. Other Items</p>		<p>April Dale-Carter asked about the class schedule. Dr. Shabazz stated that it is still on course for everything to be available on June 5th. The .pdf online version but not the physical schedule will be available on that date. We are on course but that doesn't mean there won't be any challenges.</p> <p>Dr. Shabazz stated that the Workgroup for Integrated Planning for SSSP, SEP. and BSI plan are working on the template. Faculty will be compensated with the non-instructional hourly rate.</p>
<p><b>10. Adjournment</b></p>	<p>Meeting adjourned at 2:05 p.m.</p>	