

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

November 27, 2018  
 1:00-2:30 p.m.  
 Instruction Conference Room

**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
Eleanor Baylon – Student Rep			Kathy Kafela		
Yvonne Beebe		x	Dr. Terri Long		x
Mary Bradley		x	Joshua Milligan		
Paul Bratulin		x	Ernesto Nery		
Dr. Stephanie Briggs			Joseph Nguyen		
Keynasia Buffong			Patty Quach		
Raymond Carlos		x	Maria Del Carmen Rodriguez		x
Yancie Carter			Dr. James Smith		
Marco Cota		x	Dr. Scott Thayer		
April Dale-Carter		x	Mary Valdemar - Senate		
Christie Gabriel-Millette		x	Raquel Villa - CSEA		
Keenan Giles			Dr. Kathryn Weiss		x
Alicia Hallex			Sharaf Williams		x
Ron Hastings					
Alfonso Hernandez					
Cindy Huerta					
Heather Johnson					

TOPIC	DISCUSSION	FURTHER ACTION
1. Minutes for Review	<p><b>Dr. Scott Thayer</b>            Carmen motioned to approve minutes            April Dale-Carter -second- no            objection/additions            Minutes approved-Dr. Thayer</p>	
2. Enrollment Update	<p><b>Dr. Thayer:</b> Handout-EIS Snapshot – of current enrollment, we are off 200 for our goal of FTE; keep an eye on this get on target for SP 4800.  <b>Beebe:</b> Were the FTE down because of the add code issue?  <b>Dr. Thayer:</b> Not sure if this was an issue; is there a way to test add codes before use?  <b>Dale-Carter:</b> No, not possible. Codes were not validated.  <b>Dr. Thayer:</b> We will keep an eye on this problem; make sure add codes are valid.  <b>Dr. Long:</b> Asking Deans to add more sections; projections are wrong. Must add more sections to get to the 4800. Adding a lot to SP schedule; maybe a lot of online</p>	

	<p>classes. We are not the only school dropping; it's common.</p> <p><b>Dr. Thayer:</b> Campaigns to encourage current students to take more classes.</p> <p><b>Beebe:</b> Early "F" policy? Give students an early F?</p> <p><b>Dr. Long:</b> That is not acceptable.</p> <p><b>Dale-Carter:</b> Not a college policy; that was a division policy. It was done and reversed later.</p> <p><b>Dr. Thayer:</b> Keep track see a demand add more sections.</p>	
<p><b>3. Webpage (Steps to Enrollment)</b></p>	<p><b>Bratulin:</b> demo- biggest needs- unified steps to enrollment. Looked at other colleges and copied their process.</p> <p><b>Dale-Carter:</b> Are we still going to say assessment since that will go away in January?</p> <p><b>Cota:</b> We are working on that; hopefully by the end of January that wording will change.</p> <p><b>Dr. Thayer:</b> we'll go live but we will edit as we go along.</p> <p><b>Bratulin:</b> Are students encouraged to apply for FA before or after they apply to SBVC?</p> <p><b>Bradley:</b> After, because it is not a guarantee to connect if information is incorrect in admissions.</p> <p><b>Williams:</b> If they apply to FA won't it connect to Valley? (Not necessarily) Send edits for website to Paul</p> <p><b>Dr. Thayer:</b> Can we get edits in by Monday? Take information from current site; review and make it better. Send feedback to Paul by Monday and go live on Tuesday.</p>	
<p><b>4. Phone Banks (Calls to Sttudents)</b></p>	<p><b>Dr. Thayer:</b> Date: Handout-Draft script: Should begin <b>Nov. 29, 2018 – Jan 25, 2019</b>; class start <b>Jan 14, 2019</b> students will call current and prospect students with the idea of increasing enrollment. Prioritize the list with Sharaf outreach team; have a group of students that can be calling. We need to prioritize the list. Build this campaign around larger marketing campaign set for the college; target students who are currently taking classes but are not yet enrolled for the next semester. (50,000 emails went out to those who applied but did not enroll)</p> <p><b>Bratulin:</b> Modify script so that we are not saying the same thing in text and on the phone.</p>	

	<p>(This will be the first time for phone banking)</p> <p><b>Williams:</b> What time of day would you want them calling?</p> <p><b>Dr. Weiss:</b> Between 9 am to 7 pm</p> <p>Williams: How many student workers will you need?</p> <p><b>Dr. Thayer:</b> Just another point of contact to remind students to register. We will get into the specifics of it later.</p> <p><b>Beebe:</b> Do we know the response statistics to calling people?</p> <p><b>Dr. Thayer:</b> Whatever feedback we get we will find out at a later date; we just want to know if it works or not.</p> <p><b>Dr. Weiss:</b> Can we put it in faculty canvas announcements to remind students to register for next semester. Adjunct instructors will open email faster from dean than from Paul? Not all instructors use canvas so we can encourage them to announce in the class.</p> <p><b>Dr. Thayer:</b> Script for call and canvas “SP semester starts Jan. 14<sup>th</sup>; registration is open so please enroll now at <a href="http://www.valleycollege.edu">www.valleycollege.edu</a>; if needed, please consult your educational plan or see a counselor to identify which classes to add. Thank you, have a great day!” Let’s get this campaign rolling!</p>	
<p><b>5. Enrollment Management Plan (Areas of Focus)</b></p>	<p><b>Dr. Thayer:</b> Handout-focus on data that is needed. Comprehensive draft- specifically what we are doing and not doing; either start or remove.</p> <p><b>Dr. Long:</b> Plan should be organized around primary strategies. James will update data; cut down to more bulleted outlines.</p> <p><b>Dr. Thayer:</b> Logic model; actual alignment to the goals. (Side conversations concerning handout) get feedback by (Dec 7<sup>th</sup>) and share a more complete version on Dec 11<sup>th</sup>. This group will take to senate for information and feedback.</p>	<p>December 11, 2018</p>
<p><b>6. Fall 2019 Schedule: Increase/Decrease of Sections (Math, English, ESL, Reading): Dr. Kay Weiss / Dr. Stephanie Briggs</b></p>		<p>December 11, 2018</p>

7. Fulltime/Part-time student (Profile/Program) Dr. James Smith		December 11, 2018
8. Assessment: ACUPLACER/CASAS Update: Marco Cota		December 11, 2018
9. Prerequisites and Linked Courses: TESS Programming Requests: Dr. Terri Strong / Dr. Scott Thayer		December 11, 2018
10. Summer Classes: Placement for Math/English		December 11, 2018
11. Promise Program Update: Dr. Scott Thayer		December 11, 2018
12. List of denied students to CSU/UC: Marco Cota/ Kathy Kafela/ Dr. Scott Thayer		December 11, 2018
13. Success Teams: Sharaf Williams		December 11, 2018
14. High School Communication: AB705/Guided Pathways, Etc. Dr. Scott Thayer		December 11, 2018
15. Other		
16. Adjourn		