SBVC Enrollment Management & Student Equity	April 14, 2020 1:00-2:00 p.m. President's 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:

Name	A	P	Name	A	P
Dr. Scott Thayer			Justine Plemons		
Dr. Dina Humble			Keenan Giles		
Dr. James Smith			Kenneth Lawler		
Marco Cota			Kyle Stroud		
Carmen Rodriguez			Larry Brunson		
Dr. Stephanie Lewis			Leslie Gregory		
Patty Quach			Mary Valdemar (Senate)		
Adrian Rios (ASG)			Paul Bratulin		
Alicia Hallex			Quincy Brewer		
April Dale-Carter			Dr. Raymond Carlos		
Ariel Davis			Ron Hastings		
Christie Gabriel-Millette (CSEA)			Sam Trejo		
Jessy Lemieux			Stephen Lee		
Joanne Hinojosa			Sharaf Williams		
Joseph Nguyen			Tammy Vu		
Joshua Milligan			Yvonne Beebe		

TOPIC	DISCUSSION	FURTHER ACTION
1. Enrollment Update	Scott: As we all know, yesterday was the beginning of summer/fall registration. Looking at a comparison of a year ago you can see we have if you look at the highlighted areas the 2019 versus the 2020. We have a few less students who have registered thus far. Priority A registration began yesterday. We just want to make sure they understand they can continue to register for summer and fall and that they're getting questions answered. With the transition online we want to make sure services are available online. On the top just as a note, you can see 2020 spring and 2019 spring you can see for our spring we have just about 100 more FTES. You can also see fall 2020 a similar pattern. So those numbers are pretty consistent. We want to make sure students are registering and if they have questions they can meet with their counselor virtually and get those questions answered, etc. Any questions about the Snapshot.	

| 2. Student Equity and Achievement Update | Carmen:
We are still working on meeting the plans we indicated on our report. But nothing…

Scott:
Do you want to speak on the training you all are doing?

Carmen:
Cranium?

Scott:
Yes.

Carmen:
All the counselors did the training. Cranium went live yesterday as of 8am. As you heard, Kyle is working with the Promise population. Being that its registration and orientation for the new cohort it's been very, very busy. I know it's been very busy with Counseling as well just because it's priority registration as well.

Scott:
So you have a lot going on. So that's a big piece of it as we transition to online. There have been a lot of different trainings and updates in regards to that; Marco, would you like to add on to that…

Marco:
As Carmen mentioned, we went live on Monday. Counselors are still transitioning, it is very busy though. Because when it's registration we get a lot of student interest. SO were working through that as we're working through fully all that implementing Cranium has.

So far there haven't been many problems. We expect to move forward. We will try to get to students as they come forward.

Scott:
And do you want to explain what Cranium looks like? We had general counseling face-to-face and now that we're online with this software. | |

Marco:
It can basically provide counseling where students don't have to come on campus. It's interactive because the students can knock on the counselors' doors. What I mean by that is students can select the link to any particular program they participate in, they click on that box which takes them to the list of the counselors of that program. It indicates whether the counselors are online; students can select that and if the counselor is with another student it takes them to the wait as soon as the counselor is available the next student is taken in. They are all listed except for some programs because they were already booked out a month or month and a half in advance so as soon as they take care of those students they will transition to Cranium and take of students that way.

Scott:
That's great. Thank you Marco. So the big transition was getting our counselors trained, setting up the website to be able to have students engage virtually. And our information, if you've noticed when you log on to valleycollege.edu the first thing is Student Services right up front and then it provides the ability for students to find what they need. We just wanted to give an overview of that because it's our new way of doing business; in case you get the question of how students can reach a counselor.

Marco:
We do have to tell Our students to be patient. We're going to try to capture all these students as they come in but there may be some who will wait a little longer than others because at this time we're just bombarded with students.

Scott:
And so instead of them coming in early, getting in line and waiting, they're at home and they just have to wait virtually. So, we will continue to refine the process but you know we're just transitioning now and so it is

	available and we want everyone to know students can continue to see their counselors. We're doing it through Cranium Cafe online and so that is up and running as of yesterday. Great work from the student services team putting that together. Any questions about Cranium café, being able to see counselors, the online environment?	
3. SBCCD Promise Update	Scott: So Carmen, kind of alluded to this but do we have an update on our Promise Students? Carmen: Current students are completing their appointments. They are setting up appointments to verify that they're going to be registering Thursday, beginning Thursday. Our new cohort we have about 2,000 students coming in; so they are undergoing orientation as we speak. They will be registering on Thursday as well. Scott: Carmen do you want to talk about the orientation? Carmen: It's online on Cranium. The team separated the group into groups of almost 200 students. 100 students each of them will be going to the same orientation. Each counselor has a group of 100 students each morning and the afternoon, and they'll be going over the requirements what it means to be a promise student, the benefits and their requirements to complete to remain in the program. That's the difference, it's online. It's the students. If the parents want to be next to them then that's fine, but it's mainly for the students. We're looking at offering it in Spanish but for now it's in English. Scott:	

So that has begun. Any questions about Promise? 2,000 is the number going through registration.

Ray:
Scott, I had a question. I know in previous conversations we were questioning whether we were going to get these kids Chromebooks again and we're in a stage where it might be necessary. Did we make a decision on whether we were going to provide them this time around?

Scott:
Chromebooks were not identified this cohort. We are going to work continually looking at the situation around his COVID-19 and the best way to deliver the information to students, the modality of that knowing that so many students now and summer or longer. It could be depending upon the situation and if it's going to be a virtual experience so we are going to be tracking that closely. As you know things have been changing daily in regards to the information we're receiving from the state and the County public health, so will continue to monitor that. I think the goal now is to get the onboarding experience completed get the students through orientation and registration and then as we get more information we'll be able to situate the students. That's kind of where we are with it and other Chromebooks I believe from my perspective had been an asset for the students, but we'll just take it as it comes and see what our approach will be for the fall. It is very it's a big group so it's different than the initial rollout. Any questions?

Sharaf:
We're just going through the orientations. Orientations are going on now and like Carmen said, we will be moving to the Spanish as well to support those students. So, we're just going to the orientation now so we'll see how that works out. We had a great turn out and a lot of great feedback from the students. They were

	able to ask questions and Cranium Cafe and get them answered immediately from the counselors in Group forms almost like a classroom. So they will be able to ask a question that maybe their peers might have. We did have a couple of hiccups this morning but other than that we've been good to go so far. Scott: Questions?	
4. Marketing Update	Paul: We just went over our numbers in the month of March. We found some interesting numbers. Our website has not been as much use as it had when we had classes in session. It looks like our usage pretty much has stayed at the same level as it was during spring break. It's like we're on this extended spring break. We're looking at about half of the numbers that we had prior to the campus shutdown; we're attributing that to the lack of on campus usage of the website like classified and students on campus constantly going to the website. It looks like that's been slashed in half now that everyone's working from home so it's been kind of an interesting development for us. At the same time, I was pretty surprised to see that our application numbers have continued almost unaffected; we're seeing the same number of clicks to the apply guide and a slight decrease in the student applications. Students visiting the class schedules has remained consistent and with the new schedule is being published we're seeing that engagement continue to grow. On the social media side, we've seen a pretty big increase in engagement across all platforms. We have seen decreases in engagement with campaign information which makes sense everyone is only thinking and reading about COVID so everything is posted related to campus closures or COVID have been extremely high in engagement. Scott: I think we want to come Paul is just something to have on deck in case we	

need a campaign for registration or summer and fall. Promote the resources and the support. Once we get through the transition period people will start regaining interest in taking courses. The two-fold, providing the information about our summer and fall registration and how we can support students. A holistic approach; maybe a campaign on what we have to offer. Creating a mechanism for communication.

Paul:
Yeah so definitely we've been seeing a lot of the work shift to all of the emergency communications that need to go out, updating the website, making sure that we facilitate any type of web engagement. Continuously updating the website; we have already posted this summer and fall information on the website and it looks like students are clicking through that. A couple of other points, our public information email has doubled in inquiries which was expected. About 300 inquires in March about various general information questions. Phone calls seemed to have been cut in half to the campus but still pretty substantial. in March we had 1,100 phone calls still come into the campus phone tree.

Scott:
How we can engage them. Do we have any way of tracking the email response? For example, if students are opening our emails.

Paul:
Yeah we definitely have those stats it's pretty much consistent with 70 to 80% open email within the first week.

Scott:
Great so we have a base line.

5. Work Group Updates/Status
 	
    A. Textbooks
 	
    B. Retention
 	
    C. Financial Literacy
	Ray:
	So last time the retention group met, we developed a survey that we thought was essential to understanding the challenges and the support that our students need. I know there's been some challenges getting that out. Christie I'll hand that over to you so you can speak a little bit on that.
	
	Christie:
	We developed a survey and everybody was on board with it we're just trying to figure out how to send it out with best responses. So, Paul you're saying like we have about a 70 to 80% response of students or checking their emails. So, with that I'm thinking at this point um we might want to just go ahead and send the culture survey out that way because the other alternative was the slack apps and after a little bit more of looking into that we decided that wasn't the way to go; and then the other thing that I'm currently in conversation now with Jeremiah an Luke Bixler over at the district and test is the Qualtrics LTI extension which we're not currently subscribed to. But if we want to get those surveys out this week I suggest we do it through email. What do you think about that?
	
	Scott:
	I think it will be helpful. The retention group put together the survey very quickly and did a great job, so we know that students may take a few days to respond. So, if we get it out and then see what kind of response get to collect that information and plan for additional scenarios especially around retention. Any student voice feedback would be helpful.
	
	Christie:
	Do we have a vote that our department can email the survey to all the students who are currently enrolled this semester?
	
	Scott:
	Any objection to that?
	
	Marco:	

	I have a question, how different is this survey and the one sent out for AB 705? Christie: That survey is a lot different. I sent a link out April 3rd, this one is a lot it's more specific to "how can we help you with your online learning needs?" as opposed to the AB705 acclimation. Marco: So I thought that that was going to have some questions similar to this one. Christie: There's a little overlap, but this one is more gauged towards "how are you doing with online learning?" Marco: I think we need to get it out so we can hear from the students. Ray: If I recall we were also talking about sending this out at a later date this semester so we can actually see on a scale from one to five whether or not students feel more comfortable now or later compared to now. I'm not too sure if that still in the doc is still the same or if it's just a one time? Christie: Do this a couple times during this semester as a check-in? Ray: Yes. I think the intention was to measure how comfortable they are transitioning and not just being a one off. I think the initial information is great no matter what, but I think the initial was a pre and post to see how the semester wraps up at the very least. Christie: That sounds really good, so if we send this out this week that will be our pre and then we can set it out like mid May and see what's going on at that point. Marco:	

	I would I would do it after finals; maybe first week in June.	
	Christie: Okay.	
	Scott: Finals will conclude the 22nd. We can send it out the first week in June.	
	Ray: We're continuing to look at retention through the lens of student engagement. I know Student Life has been putting on a lot of events. So, if you have events that are opening to the rest of campus send them our way. We are tracking engagement through present, so no event is too small. We can track the information, the demographic data and some analysis. We have some themed events coming up like "Take a photo of your pet" or in my case "The Dust Bunny in the Corner," so just were trying to have fun. On April 30th, we will have a yoga instructor do yoga for students through zoom. We have multiple trivia nights planned and a few other events in the work. We're looking to send out an email once a week with the activities for that week to students. But we'll continue to think about how we can connect students and leads of engagement in any way possible. So that most people stay connected to the college.	
	Scott: Great yeah lot going on specially with engagement.	
	Justine: Have we considered doing like a town Hall meeting for our students? A lot of other colleges host something similar to college hour where if students hafve any general questions this would be the zoom too attend.	
	Scott: I know President Rodriguez has done one with Associated Students and is looking to do more of those type of events, but I think that's a good thing	

| | we can make a note of like a town Hall type zoom. Just to get students input and feedback; I think we definitely could add that.

Justine:
Yeah to hear from them in real time I think would may be interesting and helpful all in the same breath.

Scott:
I think there's a lot of ways we could do that. We're getting great participation via zoom and so having students have the ability to do that. I think the survey going out will be very informative and when we get those results we could follow it up questions based upon the response to the survey. Yeah it's a great idea. Any questions with retention>

Financial literacy. I've mentioned this before we have a program that's hidden but available for students and then also as a reminder you know as we gear up for the fall semester we will be gearing up with the loan program again. That is still moving forward. Financial literacy is going to be a big piece of it so we want to make sure that we have that.

Textbooks. My understanding is that I know there was some communication with the bookstore and Dr. Smith. Dr. Smith was working on getting some information from them prior to COVID-19 and that was just more about the cost of the books. So that's still in the works. I believe and once we get more information and that we can share it. The idea was how much these textbooks are costing and figuring out some strategies. Look at the ZTC, Zero Textbook Cost, and promoting that for students. Those are a workgroup updates, any questions around those? | |

6. Other	Scott: April do you want to let us know how registration is going?	
	April: So far registration is going And well we haven't had any issues. Of course with everything being online there's been a lot of questions, some coming from counselors and few from students. But, for the most part everything has been going well. We are currently working on clearing the Promise students. I know that Carmen's team has been working on giving them, amongst other things, priority B registration, however we need to clear their holds. And so we're working right now to clear those student holds so that they are able to register on Thursday. We are also receiving packets from the high schools, not the GenGo program, but just a regular dual enrollment. We've started receiving those packets and I just checked the drop box so will be going through and clearing those students for registration. That's basically what's going on right now.	
	No major issues. We're receiving questions about the pass/no pass. Other than that, the withdraw deadline has been extended to May 1st. We have questions constantly coming in about that.	
	I have a question for Marco, should the counselors be handling the AB705 forms and the matriculation forms? Just because I've received a few directly from the students. Should the student to be sending him directly to our office or should they be coming from the counselors to us?	
	Marco: They should be going directly from the counselor to you	
	April: Okay. Yeah, there's been there was a student that took a picture of it and send it to me asking for us to process it so I was just curious as to what would I need.	

Marco:
Forms should be coming directly from the counselors to you.

April:
OK I'll let the student know.

Scott
Everyone should have received a copy of a message that went out to students regarding the excuse withdrawal, EW, and the pass/no pass. The State Chancellor, through the is authority granted by the Board of Governors, has suspended Titled V around those areas which gives us latitude as an institution in this COVID-19 crisis. What that means is the EW or the excused withdrawal can be notated on the students' academic record. It will not impact them negatively in regards to their academic progress. The pass/no pass is another thing that has provided students some flexibility in consultation with the Cal States and the UC's. Other systems they have been working through not having a negative impact on students who are taking these options. So, just an update on that. The State Chancellor's Office has a great resource on their website around COVID-19 and it directs specific information to the field specifically to students they have different areas. So you haven't had a chance to check that out look at that just Google cccco.edu COVID-19 and you'll get a link to that information. It provides a weekly updates and information for us to know about what's occurring from the state perspective and the impacts that it's having on our different students, areas, etc. So I just wanted to share that with you. That notice went out to students.

Additionally, we sent out a notice to students regarding the availability of Chromebooks. Through Presence, the software Ray mentioned earlier, a form was created basically replicating equipment use form and so students can sign up for the Chromebook. Through the email there was a link

where students can fill out the information and it verified registration, and then they were given notice of where to pick up the Chromebooks. So, today and tomorrow in the library they will distributing Chromebooks for those students. And the form is live online in their email account, so if a student requests one we have 300+ Who have already signed up. I wanted to share a flyer that Paul has created and we want to promote this to all of our other groups. So the different groups, different areas we want to we want them to be aware that they can come check out a Chromebook, we have them available now. That's happening as we speak.

Ray do you have an updated number on that?

Ray:
Yes, it's 334. I do have a question on that, if we send out the flyer are we sitting out all register students are just students who enrolled in spring 2020 semester? And the reason I say that is the system Presence updates everyone who is registered not just those who are enrolled in spring. I just want to make sure that those who are taken summer classes aren't going to get an email that says hey pick up a Chromebook.

Scott:
So, that's a good question. I think the idea is if they request one and we have we have quite a few left so we want to obviously be able to distribute those. We want to be able to distribute those to as many students who need them. Maybe we could talk through that more Ray.

Sharaf:
Once our Promise students for the new cohort register on Thursday, if this is still available, then they would because they've been getting your emails already Scott and I'm sure they'll be interested as well as our current students.

| | Scott:
Are you saying they will come get one?

Sharaf:
Well I mean they're getting your emails. The students as "does this apply to me?" So if they get that flyer I don't see what would stop them from coming in to get a Chromebook. If Ray's saying that Presence is only identified that there are registered students. I'm not sure if I understood that correctly.

Ray:
Yeah, the fortunate thing is since yesterday there's only been maybe 30 to 50 students have re-signed up. I can manually go in and make sure the register for spring courses but at a certain point if they're registered for summer they're going to need a Chromebook too. So, I just I just don't know that process to say yes get one now or are we going to give them to spring 2020 applicants first and if you're enrolled in fall you don't get one.

Scott:
Yeah depending upon how many we have and the need we're going to need to take that conversation and discussed that one. It sounds like it would be with the Promise group in particular because they are going to be registering in bulk this week. So that may be a big group signing up. So we could definitely follow up on that.

Christie:
I just wanted to share that I added a link in the group chat for people to review a webinar on student equity. It's from some folks that are pretty knowledgeable about the field so if you have some time you might want to take a look at that too.

Scott:
Alright thank you. Marco you want to update on the assessment.

Marco:
As of today our Guide Self-Placement Assessment is on line now. So | |

	students now can actually take the assessment without the need of having to come on campus. It is on the WebAdvisor main page. Students just need to log onto WebAdvisor with their login information, select the *Current Student* menu and then under *Academic Planning* they select the *Online Placement* in parentheses that will have SBVC because Crafton's is also there. Once they select that it will take them directly to the online guided self-placement. They complete it, an email goes out to them once its complete with their assessment results and then our assessment staff imports 3 times during the day. At 8:00 AM, 12:00 PM and 5:00 PM. When they import the data, those scores go directly into Ellucian so they are recorded into the system that way the students are clear for the classes that they have to take. Scott: Alright that's great news thank you Marco and team for getting that all the way through. Here's the Chromebook flyer and the information on how to request one is listed. Please disseminate the Chromebook flyer to all your groups. So instead of us collecting names it's for them just to click the link and start to request it then it automates the information. Once they complete the request form, it'll give them a notice that it's been received and that they'll receive an additional notification on where to pick it up and what to bring when it's ready for them to pick up. We want to get those machines out of our building and to the students. Any questions about the Chromebooks, assessment online? Ray: I just have a question about creating another workgroup. The conversation about whether we're going to have classes in the fall. I know every institution is looking at that and they're	

| | hoping it's the case. But, I think we need a plan *just-in-case* to start looking at what our students definitely need to be successful. And I think that's going to really be a focus on enrollment numbers and retention.

Scott:
No I think there's a lot of latitude and what we're doing here in the retention workgroup. The emphasis right now on the retention piece is that there's some ideas suggestions of an additional group. Let's put him out there and then see what that looks like. I think we can identify and put that together as well. | |

Additional Information: