3SBVC
Enrollment Management & Student Equity

Auugust 11, 2020
1:00-2:00 p.m.
Zoom Confernce Room

NOTES

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

TOPIC	DISCUSSION	FURTHER ACTION
1. Enrollment Update	**Scott:** This is the enrollment update (see EIS Daily Snapshot). Our numbers are down. We look at the active seats – number of classes taken. FTE – full-time equivalent students which is how were funded. We are about 860 less FTES than we were last year. That can be for many reasons; we're in a pandemic. This week and next week will be a good indicator where we are and how much of that gap we can close. We sent out a text message to all graduating high school students. That was about 5,000 students. We are going to keep track of this. Any questions? **Joanne:** I have a question, in EOPS we have new students who are listing their majors as undeclared. Some of these	

	students have 30 units and I was wondering if the SSSP rules where students had to declare a major passed certain units or run the risk of losing their priority registration is something we are adhering to here? That way I can have the counselors help students with their majors. Scott: Have the counselors really be intentional with the students to help them declare a major.	
2. Enrollment Management Committee Plan Review	Scott: Earlier in the Enrollment Management I mentioned the text that went out to the 5,000 students that is part of our plan to address the FTS. We will be working through different strategies. For our students who were with us especially in the programs that we serve we want to make sure they're registered so that they have their classes before this semester begins. And reminders to our prospective students the remote aspect of the fall. There's a potential population of the students who were accepted in the university who are considering holding off.	
3. Student Equity Update	Scott: I don't believe we have a student equity update as of now but we will have an update soon.	
4. SBCCD Promise Update	Scott: Let's do the Promise Update. Sharaf: We are trying to make sure that all the students have their Chromebooks; as you all know that the second cohort will not be receiving text books. So, we're trying to make sure they have their Chromebooks, that they have an understanding what's going on with canvas. We had 40 orientations for new students and 10 welcome back orientations for returning students.	

	We're just getting ready to go. Justine: Tomorrow is New Student Welcome Day. We have 450 people registered and we planned for 500. Scott: Can you give a run down on what that's going to look like? Justine: So essentially the students registered online so they either have to bring a screenshot of their registration or their RSVP from online or a copy of their current registration statement; they show it to the check-in staff which will be in parking lot 8 where they drive down a little further they grab their backpacks that have already been stuffed with school supplies. The virtual aspect of the Welcome Day will be a video we made for the students. Marco: What is the status for Promise for the upcoming year? Scott: We will let all our partners know as soon as that information comes in. Marco: I'm assuming that's what the board is looking at correct? Scott: Yes. The board is looking at the budget in September. 20-21 is fine. We're waiting for additional information for the 21-22 cohort. Any other questions?	
5. Marketing Update	Paul: Valleycollege.edu/convocation It's our first ever convocation week. Kudo's to Jordan for the website. Scott: A lot of good stuff going on this week. We currently have adjunct orientation.	

	Paul: Over the summer we were seeing a decreased number of visits to our website which typically happens. We have fewer people engaged with the application process. In an article I read, 40% of incoming college freshman stated they were going to postpone their education. That's a large number. We are seeing less engagement online typical to this time of year. We have continued to optimize the website for programs. We've been updating the marquee. With that, I can segue into the chat feature. JC do you have any information you can give regarding social media messaging to give an example of what kind of content we get? JC: For the most part messages through social media have been around how to begin the enrollment process or other processes like how do I talk to a counselor, or what's my next step. Our role is to guide them to the right contact or the right step. Justine: Is it possible to have a chat box where students can talk to someone in real-time? Paul: Absolutely. That's actually what we presented yesterday. Jordan: Crafton has a chatbot where you can type something in and it gives you a search result, not interactive. You do have the option to chat with a live person or chat by zoom. We have the option to setup a live chat – live interaction. As long as you're there you can chat with anyone in real-time. Paul:	

	This is an expansion to what's already on the website. The live chat allows us to chat with prospective student who may not already be in the system. Scott: We also have a chat box that is similar to Crafton's but we wanted to introduce the live interaction. Justine: How soon can we open it? Scott: We wanted to check in with the group to see what everyone thought because it's available. Paul: We were thinking of having it open this week. We were also thinking of opening it up in the First Year Experience but I think we could start this week. Justine: Is there certain hours that the chat is available? Jordan: Yes. We schedule the times the chat is open. Justine: I've been chatting with the students who are having trouble logging in, need help troubleshooting. We definitely need a chat on the FYE website. April: If students have specific questions, will they be redirected to the appropriate department? Paul: Yes, that's what we are currently doing. Scott: Any other comments or questions on what this looks like?	

	The chat box can go up this week and the QR can answer the general basic questions. Does anyone have any concerns about a way for us to address the questions from perspective students, the community as another way to engage the public? Sharaf: I think if we get it up and running and get with the departments to gather information needed. Cranium also, is it going to be up for other departments? Scott: Does anyone have an update on that? April: A & R has gone through the training and it's accessible we just don't have a cart to be available for students to select. You can put a link on your page that will give the students access to enter the platform that way. The cranium lobby link. Scott: So what I am hearing is that we should put the chat up on the front page and we'll make information that's readily available to everyone as a way to help guide the students.	
6. Work Group Updates/Status	Scott: Do we have any updates in any of the workgroups? Joanne: For retention no but I'm sure we are going to reconvene in the coming weeks.	
7. Other	Scott: Let's continue to update our websites and make sure we have the correct information posted for the current term. Any signage should be updated and current within our physical spaces as well. Any other items? Sharaf: We are getting a lot of requests as what to do on Monday and Tuesday	

	via canvas. Some students are receiving communications with professors and many are not. What could we do to guide them to where they need to go to assist them? Any suggestions on how we can deal with this? Scott: Paul, is there something we can put on the lining page? Dina: Something on our homepage would be good for students to know where to login like "students login here." Justine: Is something going to be sent out to students on how to log in? Scott: Yes we can do that. We want to make it clear and not create confusion. Jordan: Would this be an announcement for all students? Scott: Yes, a how to log in to your class on the valley college home page. Jordan: I can create a banner. We need a link that's reputable that's going to have their answer because the last thing we want to do is to provide a link or an email on the home page just to contact somebody. We can consolidate all the information create a page get those answers and then we'll make a prominent button or link on the homepage. Scott: Okay good.Are there any other questions? Adjourn.	