

SBVC
**Enrollment Management &
 Student Equity**

November 24, 2020
 1:00-2:00 p.m.
 Zoom 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
Dr. Scott Thayer			Joseph Nguyen		
Dr. Dina Humble			Justine Plemons		
Dr. James Smith			Kyle Stroud		
Marco Cota			Larry Brunson		
Brittany Hind			Mary Valdemar (Senate)		
Carmen Rodriguez			Paul Bratulin		
Dr. Stephanie Lewis			Pete Gonzalez		
Patty Quach			Dr. Raymond Carlos		
Deja Holland (ASG)			Ron Hastings		
Alicia Hallex			Sam Trejo		
April Dale-Carter			Sharaf Williams		
Ariel Davis			Tammy Vu		
Christie Gabriel-Millette (CSEA)			Ty Simpson		
Joanne Hinojosa			Yvonne Beebe		

TOPIC	DISCUSSION	FURTHER ACTION
1. Enrollment Update	<p>Scott shared the EIS Daily Snapshot – the gap is closing from last year’s enrollment numbers.</p> <p>Any questions?</p>	
2. Student Equity Update	<p>Carmen provided update. Student Equity is continually working on the report due January.</p>	
3. SBCCD Promise Update	<p>Carmen provided update. Students are registering for classes and completing requirements.</p>	
4. Marketing Update	<p>Paul provided update on the marketing plan. Marketing is moving forward with plan; the budget is \$50,000.</p> <p>Online learning is the topic amongst marketing professional communities. Colleges across the nation are targeting students nationwide in lieu of target areas only.</p> <p>Target market within community is going to be monitored to try to retain community members interested; san Bernardino visitors fell by 7%.</p>	

	<p>Raymond noted that students might be taking courses they need wherever they are being offered.</p> <p>Christie informed the group that unduplicated out of state students was 35 students. International student count 1,251. Christie offered a suggestion to record data from the website to see where people are logging in from.</p> <p>Paul continued to discuss the marketing plan and stated that Valley college ads will be offered on gaming platforms as well.</p>	
<p>5. Work Group Updates/Status</p>	<p>Raymond provided a retention workgroup update. The workgroup has identified the need for a research analyst. The workgroup has identified a vendor that offers micro communications with students.</p>	
<p>6. Retention</p>	<p>Scott discussed topics below.</p> <ul style="list-style-type: none"> • “Retention Tips” – tips to share with group • What’s missing for our students to succeed? • Student Success Teams – Information Sharing • Help Desk Alternatives and Support for students with technology needs • Enrollment Management Plan, feedback and approval <ul style="list-style-type: none"> → Map Activities to align with areas of focus 	
<p>7. Communication</p>	<ul style="list-style-type: none"> • “In about a Minute” – meeting summary to share with constituents • Short video notes • Canvas Shell – in the process of being set up <p>On the topic of retention strategies and current issues as to why students are not registering:</p> <p>Paul stated that base on a survey, students said they are not registering primarily due to COVID, but also</p>	

because they are unable to contact a counselor prior to registering.

Should we be offering prospective students access to counselors?

Scott suggested the Outreach team and Welcome Center would be great resources to direct the student to.

Kyle suggested updating the Steps 1-7 to offer better instructions on the steps to register (valleycollege.edu/apply) website because students are encountering difficulties.

Scott asked how soon we could have that updated on the website.

Paul assured the website can be updated today.

Marco added the best place to direct students is to the welcome team and outreach team.

Kyle is to provide Paul a list of items requiring updates to better guide and provide clear instructions to student on the main webpage.

Christie had a question regarding first time students who are not from high school and how to get general education (GE) requirement information to them that isn't too technical or how to reroute them to what they need to know?

Scott stated that guided pathways would be the best direction for new students.

Marco. Degree planner will be ready for students soon.

Paul. The Marketing team has a video to help students with the registration process.

Scott. Please share with the core areas involved with registration to

	<p>cover all possible questions and areas pertaining to registration.</p> <p>Kyle to share an enrollment webinar with helpful retention and marketing tips.</p> <p>Scott asked the group to focus on improving the communication between staff, faculty and administrators to students and how to make sure the campus as a whole can provide the best consolidated information available for students.</p>	
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Additional Information:

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