

SBVC
Enrollment Management &
Student Equity

January 12, 2021
 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		X	Joseph Nguyen	X	
Dr. Dina Humble		X	Justine Plemons		X
Dr. James Smith	X		Kyle Stroud		X
Marco Cota		X	Larry Brunson	X	
Brittany Hind	X		Mary Valdemar (Senate)	X	
Carmen Rodriguez		X	Paul Bratulin	X	
Dr. Stephanie Lewis	X		Pete Gonzalez		X
Patty Quach	X		Dr. Raymond Carlos		X
Deja Holland (ASG)	X		Ron Hastings	X	
Alicia Hallex	X		Sam Trejo		X
April Dale-Carter		X	Sharaf Williams		X
Ariel Davis	X		Tammy Vu		X
Christie Gabriel-Millette (CSEA)		X	Ty Simpson		X
Joanne Hinojosa		X	Yvonne Beebe	X	
Jordan Spano (Marketing Guest)		X	Oscar (Marketing Guest)		X

TOPIC	DISCUSSION	FURTHER ACTION
1. Enrollment Update	<ul style="list-style-type: none"> • We have less students as compared to a year ago – 24%. • Nationally, decrease was 3%. • Community colleges appear to be the highest impacted enrollment rate among higher ed. <ul style="list-style-type: none"> ○ Preference of online/virtual learning vs. in-person learning. • How do we address student concerns and respond to their questions? • Our target for spring is 4,477 FTES. • Low enrolled sections are being reviewed; some sections are enrolled in the single digits. <ul style="list-style-type: none"> ○ Merging classes ○ Adding late start • High demand courses and waitlists are being looked at 	

	<p>such as medical coding and statistics.</p> <ul style="list-style-type: none"> • Some classes haven't been enrolled in. • An adult basic ed. course is looking to be added to increase attendance. <p>A recommendation of adding more courses in Math 141 – Business Calculus, 151 – Pre calculus, 115 – Ideas of Math. Adding Dual enrollment courses is also recommended.</p>	
<p>2. Marketing Update/Campaign – Jordan and Oscar</p>	<ul style="list-style-type: none"> • Decrease in media content on campus • Phone inquiries have decreased from 2,000 to 700. • Email inquiries have increased. • Instagram has been the main focus. • Clicks to apply page has gone down 20% compared to fall 2019. • Increase of landing pages. • Users are being retained. • Open classes have decreased. • Preview on homepage. • Welcome Center Action button is new and live now for students to interact with someone. <ul style="list-style-type: none"> ○ You don't have to be a student. ○ Zoom link to directly communicate with us. • Comparison of social media website usage. <ul style="list-style-type: none"> ○ #1 – Facebook ○ #2 – Instagram <ul style="list-style-type: none"> ▪ We're superseded by Chaffey and Citrus college in terms of followers. ○ Viewership on Instagram and Twitter have increased. 	

	<ul style="list-style-type: none"> • 2019-2020 traffic from social media platforms to the valley college website has slightly decreased. • Preliminary data on December's campaign will be provided in the future. <ul style="list-style-type: none"> ○ Big push for Snapchat, Hulu and Netflix. 	
<p>3. Targeted Marketing – Ray</p>	<ul style="list-style-type: none"> • Partnered with Full Measure, a vendor who offers text messaging services, which is the preferred form of communication based off surveys. • 2 audiences are being looked at: <ul style="list-style-type: none"> ○ Students who applied but did not register; student data is being collected to send out personal messages with links directed to the website. ○ Students who were registered in the fall but did not graduate and are also not registered. A message will be sent to them to ask if there's any help they may need. • Templates with links, steps and information are available. • Students are able to select exactly areas they need help with, e.g., financial aid, academic advising. • Language on text messages is being kept at a minimum because all the information is already on the website. • Kick-off is tomorrow - 1/13/21 • Any specific template preferred? <ul style="list-style-type: none"> ○ Christie and Joanne vote in favor of the first template. • Depending on what type of help the students need, student data will be compiled 	

	<p>and send to the appropriate department to contact them.</p> <ul style="list-style-type: none"> • Texting has not been turned off until the logistics are figured out, e.g., who will be answering text messages, scheduling, etc. • Avoiding duplicate notifications is a concern but to be discussed with the vendor. • Students with priority registration can benefit from software by getting a notification of upcoming registration date. • Data on student engagement with the text messages should be available by our next meeting. 	
<p>4. Student Debt</p>	<ul style="list-style-type: none"> • Spring 2020: 2,450 students with outstanding debt \$259,419.27 • Summer 2020: 1,175 students with an outstanding debt of \$82,506.35 • Fall 2020: 2,617 students with a total of \$676,622.97 	
<p>5. Other</p>	<ul style="list-style-type: none"> • How are students notified about the new process of the Welcome Center? We will need to continue directing them. We'll get that information out to students by email and newsletter. Joseph and Paul were working to get that out. • EOPS received 245 applications over night. High response rate by students. • There are an influx of students having trouble registering. An error code keeps appearing "The system is encountering an error in which it cannot recover at this time." Is anyone else having trouble? Multiple courses, math, English, just in trying to register. It might be a system error; a ticket will be submitted. 	

Additional Information:

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