

SBVC
Enrollment Management &
Student Equity

September 14, 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
Olivia Rosas, Interim VPSS		X	Joseph Nguyen		X
Dr. Dina Humble, Co-Chair		X	Justine Plemons		X
Joanna Oxendine		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
Miguel Ortiz		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, Co-Chair	X	
Abena Weber		X			

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 8/24/2021 Minutes.	Ray Carlos moved, Carmen Rodriguez seconded. Motion to approve the Minutes was passed.	
2. Enrollment Update	<p>September 7 was Fall Census Day and the numbers are still less than last year at this time, with a head count of 10,200 enrolled and 700 FTE's less than last year.</p> <p>Christie noted even though we are down, our unduplicated enrollment is only down 6% from last fall, which is much better than it was from spring. Spring, as well as our total FTE's is only down about 14%.</p>	
3. Fall Registration	Late start classes began September 13 th , Priority Registration for spring is November 1-18 with Open Registration on November 19.	Continue to encourage students to enroll for classes.
4. Enrollment Management Plan	<p>Dr. Humble shared a Google Jam Board the Joint Cabinet created.</p> <p>The Enrollment Management Plan has several areas of focus and after</p>	Any additions add to page 2 of the document through link shown below:

	<p>completion, will be put into place in Spring 2022.</p>	<p>https://jamboard.google.com/d/1TbHNER1qDpFRkTez1Y3b7KhRmbLBqQ_3_W04epipSnA/viewer?f=0</p> <p>Further discussion to be conducted at the next meeting on September 28.</p> <p>Continue to work on completing the Logic Model spreadsheet for your areas.</p>
<p>5. Retention Work Group Update</p>	<p>Ray discussed the personalization of text messages and the idea of communication mapping.</p> <p>Paul shared a link on American men and college from the Wall Street Journal as California Community Colleges have been trying to bring back male students to campus.</p> <p>Creating a unified shareable campus wide communication calendar would be helpful.</p> <p>Kyle suggested sending texts to students on key events throughout the semester and Ray mentioned benchmark texts to students congratulating them on accomplishments, graduation, etc.</p>	<p>https://www.wsj.com/articles/college-university-fall-higher-education-men-women-enrollment-admissions-back-to-school-11630948233</p>
<p>6. Student Equity Update</p>	<p>Carmen reported the workgroup will begin meeting next week to review the Student Equity Plan.</p>	
<p>7. Marketing Update</p> <p>a) Emsi Contract Update – Christie Gabriel-Millette</p> <p>b) Report on area colleges, their programs for job availability and interests – Christie Gabriel-Millette.</p>	<p>The Fall campaign is coming to an end and Spring campaign will begin in November. Paul shared the Tiktok and Discord links for all to take a look at. He will send an email to update the signature generator with the 95th Logo.</p>	<p>https://www.tiktok.com/@sbvalleycollege</p> <p>https://discord.com/channels/821432070047137813/821432070047137816</p>

<p>8. Other</p> <p>a) Arts, Lectures and Diversity Committee input on Diversity Calendar – Dr. Stephanie Lewis</p>	<p>The Diversity Calendar info was shared with the Arts, Lectures and Diversity Committee Chair as well as Jason Brady from TESS. Jason may be able to update our system so Departments can contribute.</p>	<p>Update on the system will come at a later date.</p>
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Additional Information:

Everyone introduced themselves to Interim VPSS Dr. Olivia Rosas.

Dr. Dina Humble has been named second co-chair along with Yvonne Beebe.

Ray shared the following information sites:

<https://nces.ed.gov/fastfacts/display.asp?id=98>

<https://nces.ed.gov/programs/coe/indicator/cha>

<https://nscresearchcenter.org>