

SBVC
Enrollment Management &
Student Equity

October 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
Olivia Rosas, Interim VPSS, Chair		X	Joseph Nguyen		X
Dr. Dina Humble, Co-Chair	X		Miguel Ortiz	X	
Yvonne Beebe, Co-Chair		X	Joanna Oxendine	X	
Paul Bratulin		X	Justine Plemons		X
Larry Brunson		X	Patty Quach		X
Dr. Raymond Carlos		X	Carmen Rodriguez	X	
Marco Cota		X	Ty Simpson		X
April Dale-Carter		X	Kyle Stroud		X
Ariel Davis		X	Sam Trejo	X	
Christie Gabriel-Millette (CSEA)	X		Mary Valdemar (Senate)	X	
Pete Gonzalez		X	Tammy Vu	X	
Ron Hastings		X	Abena Weber		X
Brittany Hind	X		Sharaf Williams		X
Joanne Hinojosa		X	Sophia Zamora (ASG)		X
Dr. Stephanie Lewis		X			
Stephanie Mathis (ASG)		X			

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 9/28/2021 Minutes.	Ray Carlos moved, Sharaf Williams seconded. Motion to approve the Minutes as written passed.	
2. Enrollment Update	<p>We are below where we were last year at this time, with the pandemic being the contributing factor. There are 10,127 total active students this fall as compared to 10,910 last fall. Our FTE's are 3,600 this year and last fall there were 4,122.</p> <p>The Cares Act was discussed. The first group of students to receive funds will be the DREAMers and zero EFC, then California Promise Grant recipients, and third is the rest of the students. We are almost there with getting the list cleaned up to adhere to the criteria. We are still meeting to determine how to disburse these funds and what amount to give. We received a little over \$12 million- \$6 million for fall and \$6 million for spring.</p>	Plans are being made to re-engage students and hopefully pick up more in the spring.

	<p>We will be ready to disburse the week of October 25, so students have these funds before Priority Registration on November 1. This disbursement will go directly to the students. The balances owed is another fund source that will go directly to pay the institution.</p>	
<p>3. Spring 2022 Registration</p>	<p>November 1 begins Priority Registration through January 17, 2022. Class Schedule will be available on October 15 so students can see courses available.</p> <p>October 8 a Pulse Survey was sent out with two questions and responses are being tabulated. Survey went out to 25,000 students and not all of them were enrolled.</p>	<p>Resending this survey to receive more responses and just send to those who did not respond will be researched.</p> <p>Ray will check into two phone numbers if they are listed and whether it can be just sent to the students and not the parents.</p>
<p>4. Enrollment Management Plan</p>	<p>A phone banking campaign will be done in November and data is being gathered for two groups: a list of students who enrolled in Fall 2021 but have not registered for spring and they will be called two weeks after Priority Registration. The second list will be those who enrolled in previous terms, specifically spring 2021, who are eligible to register and invite them to come back.</p> <p>Student Success Newsletter is being sent to the campus to inform everyone about offices, what is available and what information students are receiving and what messages are being sent.</p>	<p>Also sent a reminder email to students reminding them to register for spring.</p>
<p>5. Retention Work Group Update</p>	<p>Ray reported they sent a message to current students reminding them to register for spring. Met with <i>Full Measure</i> last week to see what services can be provided and they discussed a work sheet about what we are going to do when we message students (grad check, time to register, affirmation messages.) Students want important critical school messages and not event reminders.</p>	<p>Working on a list with <i>Full Measure</i> and will bring to this group to review.</p>

<p>6. Student Equity Update</p>	<p>1. Working on the plan due to the State Chancellor's Office November 30. 2. Student Equity is bringing in speakers for Hispanic Heritage Month. 3. Sponsored 13 students to attend the HACU Conference, October 24-27, virtual but students will be on campus. 4. Co-sponsoring Undocumented Student Action Week, October 18-22.</p>	
<p>7. Marketing Update</p>	<p>Wrapping up Fall 2021 campaign and doing data analysis for Spring 2022. Paul gave an update and discussed the incentive where the more credits a student takes, the more eligible they are for a drawing to win prizes. Offering MacBooks and iPads in the past but would like to change the prizes. Options suggested: gas cards, grocery cards, movie tickets, Visa cards, pay for school registration fees (\$30 to thousands), phone or internet access bill, parking (when fees are charged again.) Suggestion was made that anyone who re-registers receive \$10 put into their paper cut account. Also suggested are food from the Cafeteria or The Den.</p>	<p>Paul will give a more comprehensive update at the next meeting.</p> <p>Email Paul with any prize suggestions.</p>
<p>8. Vaccination Requirement Update</p>	<p>In planning mode and looking at how we are going to communicate with students. Staff and Faculty should have received an email from the District. There will be some exceptions for religious and medical reasons. An option may be given to produce a negative test result each week. Some colleges are giving financial incentives for students to be vaccinated. Question asked about current statistics to students. Sophia, as a student, would like all the information presented before making a decision to get vaccinated. Paul emailed Joe Opris regarding student emails on those affected and the response was emails do not go to students and OSHA requires notifications go to employees only. Decision should go to Executive Cabinet.</p>	<p>The resolution was approved by the Board and all faculty, staff and students need to be fully vaccinated by January 7, 2022 if they are on campus for in person visits, class or office work. Working on how to upload vaccination card.</p> <p>Olivia will bring to the Executive Cabinet and report back to the committee.</p>

9. Canvas Shell – Communication Platform	The Canvas Shell Platform is set up which is a way to provide feedback. Minutes and Agendas are on the site.	Suzan to re-send the invitation to accept and share in this platform and see how it works for the committee.
10. Other	<p><i>Day of Service</i> event was brought up. We need to plan this, identify a date and decide whether it will be in person or virtual and what we want to provide. A food truck was suggested.</p> <p>Ray introduced Stephanie Mathis who is a student ambassador and trained with the state Chancellor’s Office and a student at SBVC to help improve outreach for Cal Fresh. Stephanie promotes and connects resources to students who are in need and connects them to Covid vaccines as well.</p> <p>Larry thanked everyone for coming to the Ability Awareness Fair today and 100 students attended.</p>	<p>We should have some information to share in the next two weeks.</p> <p>This week is the kick off for Cal Fresh grant.</p>

Additional Information:

Paul stated that some spring semesters are larger in registration than fall. He shared the article done on the spring 2017 enrollment increase:

<https://www.valleycollege.edu/about-sbvc/office-of-president/board-of-trustees-report/documents/2017/2017-02.pdf>