

SBVC
Enrollment Management &
Student Equity

October 26, 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	Kyle Stroud		X
April Dale		X	Sam Trejo	X	
Ariel Davis		X	Mary Valdemar (Senate)	X	
Christie Gabriel-Millette (CSEA)		X	Tammy Vu	X	
Pete Gonzalez		X	Abena Weber		X
Ron Hastings	X		Sharaf Williams		X
Brittany Hind		X	Sophia Zamora (ASG)	X	
Joanne Hinojosa		X			
Dr. Stephanie Lewis		X			
Stephanie Mathis (ASG)	X				

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 10/12/2021 Minutes.	Ray Carlos moved, Joanne Hinojosa seconded. Motion to approve Minutes as written passed.	
2. Enrollment Update	The focus is on the spring term. Dr. Humble reported there are 52% scheduled in person classes for spring compared to 37-40% for fall. We are looking at paying off student debt to the institution. CARES Act funds will be disbursed this Friday to students.	Phone banking will continue for spring.
3. Spring 2022 Registration – Ray to give update on two phone numbers	Ray reported on the Pulse Survey results: Total responses: 5,339 (3,013 answered both questions, 2,531 only answered the first question). Students who preferred online: 3,540 (1677 currently enrolled, 640 not currently enrolled, 1,392 did not answer if they were currently enrolled.) Students who preferred in person: 1,799 (445 currently enrolled, 251 not enrolled, 1,139 did not answer if they were currently enrolled.)	Dr. Humble suggested and the group agreed this survey should be closed and a more comprehensive survey be explored with IR.. Continuomg our efforts to engage or re-engage students and encourage them to enroll in spring.

4. Enrollment Management Plan	No updates to report at this time.	
5. Retention Work Group Update – Ray to give Full Measure work sheet update	The group is working on a strategic list of when we send messages out to which student populations. The “schedule is available” message should be sent every semester and a text message did go out to all students letting them know the spring schedule is online. Once a plan is in place, we can send it to <i>Full Measure</i> and they will build it for us, with dates, etc. and then it becomes automatic.	<p>More information to come as the plan progresses.</p> <p>Anyone interested in joining this group, send an email to Ray Carlos.</p>
6. Student Equity Update	<p>Getting ready for activities coming up and working on reports that are due. November 8 is First Gen Day with a flyer to come.</p> <p>November 10 with EOPS is Day of Empowerment for male students.</p> <p>Day of Service is December 4 with more information to come.</p>	
7. Marketing Update - Paul	<p>The consultant we use, 25th Hour, offered to do a mystery or secret shopper every year and it hasn't been done since Covid. It was suggested it be done for spring semester. They would provide feedback as a neutral party as to what kinds of obstacles students are experiencing on our website and process to go from Admissions to Enrollment. Should try to include an even number of students who are in person and online.</p> <p>Working on Winter Fest for December 7-10.</p> <p>Will start shooting 360 videos on campus soon.</p>	<p>Paul will check with the vendor to see how in depth they can go and also if they can include actual students. The group agreed to do this so Paul will request for spring semester.</p> <p>Anyone interested in working on this event, email Paul Bratulin.</p>
8. Vaccination Requirement Update	Working on selecting a vendor, which should be identified this week and on FAQ's. The vendor should be able to provide the necessary staff, so our employees do not have to be very involved in the process.	Send Olivia any questions to be included in the FAQ.

<p>9. Other</p>	<p>Books Plus was discussed for spring. It will continue and the Bookstore will offer extended hours. Many students are not utilizing this free option and discussed changing the message to students to make it clearer so they know they do not need to pay a rental fee. There is some confusion due to the email not coming from SBVC.</p> <p>Faculty were also not informed in a timely manner, so some students had already purchased books.</p> <p>There is a pop-up message when students register giving them the information.</p> <p>April reported the message came from CCCApply.</p>	<p>Message needs to go out soon for spring semester and will be reviewed for correct information and clarity.</p> <p>Olivia asked for a copy of the email from anyone who still has it and it will be sent to the committee for review and input. Revised message will be sent to all faculty, staff and students so everyone knows the correct information.</p>
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Additional Information: