

SBVC
Enrollment Management &
Student Equity

October 25, 2022

MINUTES

1:00-2:00 p.m.

President's Conference Room and Zoom Conference Room

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	Sandra Moore		X
Dr. Dina Humble, Co-Chair		X	Joseph Nguyen		X
Yvonne Beebe, Co-Chair		X	Miguel Ortiz	X	
Paul Bratulin		X	Dr. Joanna Oxendine	X	
Larry Brunson	X		Justine Plemons	X	
Keynasia Buffong		X	Patty Quach	X	
Dr. Raymond Carlos		X	Carmen Rodriguez		X
Marco Cota		X	Ty Simpson		X
April Dale		X	Daniele Smith-Morton	X	
Christie Gabriel-Millette (CSEA)		X	Dr. John Stanskas		X
Keenan Giles	X		Bethany Tasaka		X
Pete Gonzalez	X		Michelle Tinoco	X	
Ron Hastings		X	Sam Trejo	X	
Joanne Hinojosa	X		Mary Valdemar (Senate)		
Alma Lopez		X	Abena Weber	X	
Amanda Moody		X	Sharaf Williams		X

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 10/11/2022 Minutes	Yvonne motions to approve. Dina seconds the motion. Five abstentions. Zero nays. Motion approved as written.	
2. Fall 2022 Enrollment Update <ul style="list-style-type: none"> Spring 2023 Priority Registration 10.31.22 to 11.17.22 Phone banking/Telemarketing 	There has been a slight decline. However, we are still in a good place. We are about 6% above last fall. We are currently at 10,477 head count compared to 9,618 last fall. And 3,928 FTES vs. 3,676 last fall. Priority registration goes until November 17th. We are going to be making calls and sending out emails and texts to students. The phone banking campaign will focus on the students who have 30 units or less to meet their goal. The phone campaign will start after priority registration – the week of November 28th.	

	<p>Dina included the spring schedule in the cat:</p> <p>All Classes- 1571</p> <p>Face-to-face Classes- 690 or 43.9%</p> <p>Online Classes- 740 or 47.1%</p> <p>Online Classes Asynchronous & Synchronous - 643</p> <p>Online Classes Asynchronous- 600</p> <p>Online Classes Synchronous- 43</p> <p>Hybrid Classes- 227 or 14.4%</p> <p>Morning Classes (Both Online and In-person that start before 12:00pm)- 495</p> <p>Day Classes (Both Online and In-person that start between 12:00pm- 4:59pm)-280</p> <p>Evening Classes (Both Online and In-person that start after 5:00)-205</p> <p>Summer dates have been confirmed.</p> <p>Summer 2023</p> <p>(first) 5 weeks: 5/30 – 6/29</p> <p>(last) 5 weeks: 7/3 – 8/3</p> <p>10 weeks: 5/30 - 8/3</p> <p>8 weeks: 6/12 – 8/3</p> <p>There is a little bit of change. We will now offer two 5-week sessions, an 8-week and 10-week session.</p>	
<p>3. Student Equity Plan Update– Carmen</p>	<p>Open forum was held October 4th. There were two working sessions last week. The goal is to close the disproportionate gaps in the African American males.</p> <p>Another working session will be held tomorrow and next week.</p> <p>The goal is to submit for the November 30th deadline.</p> <p>Olivia added that we will aim to intentionally work toward the goals set in the plan. We will continually check progress to see if we need to revisit</p>	

	<p>and pivot to successfully implement the student equity plan.</p>	
<p>4. Marketing Update – Paul</p>	<p>In terms of our spring marketing plan. We are winding up our contract with Gallegos United. We are looking to work with Interact, a higher education consulting group. Much of the fund are still available for spring and summer.</p> <p>Mr. Joseph Nguyen connected marketing with Metrolink. Metrolink is filming college mascots from the surrounding campuses to promote student use of Metrolink.</p> <p>Another interesting fact is that our website has continued to skew toward mobile. At the marketing level, high school users are using the mobile to complete their forms. The first time they use computers is when they come to campus. In response to that we are working on making our mobile friendly.</p> <p>Ray added that yes, future is going to be handheld.</p> <p>Keynasia asked if there a way to allow departments to be able to send text messages instead of emails?</p> <p>Paul answered that target texting is available. The follow up is, can they text you back or do you want a one-way communication?</p> <p>We will have a media preference study this year. Student’s want to be texted when it’s urgent to their success and not necessarily for events.</p> <p>Several departments have begun to used RingCentral to text students.</p>	

	<p>We do need to be responsive to student communication preferences.</p> <p>Olivia asked what the protocol for text?</p> <p>Paul answered that it's the same as text.</p> <p>Ray added that we have Full Measure available which includes text messages with students being able to text back. The only thing we ask is that you find a general email such as transfercenter@valleycollege.edu if students want to opt out or only want emails from A & R.</p>	
<p>5. Website Overhaul – Keenan</p>	<p>Keenan indicated that the website is being overhauled. It's the one thing we all use and share. Our positions impact how we view the website.</p> <p>From the perspective of the third party, Mackey Creative Group, the emphasis is on the instruction side of the website. The descriptions of programs, pathway maps, the career field, and interest inventory are closely related the programs that we have in place at Valley.</p> <p>With the assistance of Matthew Camp, Keenan has been contacting various department and looking at examples of other schools to see what we can change on our website.</p> <p>All in all, somethings will change immediately, somethings will take a few weeks.</p> <p>Maybe we can look at examples of what the web developer is doing.</p> <p>I will be reaching out to schedule a time with the different departments to go over the website.</p> <p>April added that if the group doesn't mind, she can show what that looks</p>	

	<p>like. April shared her screen to show the group beta A & R updates vs. current page.</p> <p>Paul wanted to remind everyone that we are looking to have the better website. In 2019 we had one of the best websites amongst our colleagues.</p> <p>To answer Keenan's question in the chat regarding bus wrapping, we have done it before. He will bring it up to see if we can fit that in the budget.</p> <p>Keenan added that the website will be mobile friendly.</p>	
<p>6. Student Performance Information – Christie Gabriel</p>	<p>Christie shared information on student performance. Christie accessed a database from the Department of Ed. for the county. Christie shared the visual graphs of the county data.</p> <p>The success rate for English 101 based on age highlighted that the younger group performed less than the older groups.</p> <p>Overall success rates highlighted that, the older the student the better the overall success rate.</p> <p>Another interesting fact is that the number one feeder school is homeschool. About 9% are being homeschooled.</p> <p>Department of education provided dropout rates and it shows that students from Colton, Rialto and San Bernardino school districts are dropping out at a 16% rate. Females do better than males. Males drop out at a higher rate.</p> <p>The success rates in English 101 depending on gender show that females do a little better.</p> <p>The College Brain Trust Report was published in the spring. Within the</p>	

	<p>report, a districtwide survey was put together by Christopher Crews and the report states that students prefer online courses and hybrid over face-to-face.</p> <p>Olivia asked if we knew how students were performing better online vs. in person?</p> <p>Christie answered that we don't have that data yet.</p> <p>Students are stating that they would take more classes if they didn't work so much if classes were online or financial resources.</p> <p>Some of the questions asked what students felt were helpful.</p> <p>Math and English preferred that students prefer online tutorials (math) and face to face meetings (English).</p>	
<p>7. Student Services and Campus Events</p> <ol style="list-style-type: none"> 1. Hispanic Heritage Month 2. BROTHERS Relaunch Sessions 3. A2MEND Charter 4. Día De Los Muertos – 11.2.22 6-8 p.m. Greek Theatre 5. First Gen Day – 11.8.22 11-1 p.m. B-100 6. Native American Day/Friendsgiving Day – 11.15.22 11-1 p.m. B-100 7. SBVC Day of Service – Date to be determined 	<p>Olivia commented that there have been various activities coming from the student equity side.</p> <p>We have been hosting various events to target our African American male population.</p> <p>We had the Hispanic Heritage month.</p> <p>The relaunch of the Brothers Club.</p> <p>We are having the annual First Gen Day for anyone who identifies as first-generation college student.</p> <p>We will have the Day of Service. We are looking to have it on November 17th.</p> <p>April added that there will be a viewing party on November 8th for the series called Hair Tales to discuss Black hair and the struggle.</p> <p>Sharaf added that they have the Garcia Center event on November 4th</p>	

	4-7 pm in conjunction with the arts and humanities department.	
8. Next Meeting: November 8, 2022		

Additional Information: