

SBVC

Enrollment Management & Student Equity

November 8, 2022

1:00-2:00 p.m.

President's Conference Room and 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	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)	X	
Alma Lopez		X	Abena Weber		X
Amanda Moody		X	Sharaf Williams		X
Stephanie Lewis		X	Gabriel Martinez		X

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 10/25/2022 Minutes	Amanda motions to approve. Sharaf second's motion. No objections. No abstentions. Minutes approved as written.	
2. Spring 2023 Enrollment Update <ul style="list-style-type: none"> Spring 2023 Priority Registration 10.31.22 to 11.17.22 Phone banking/Telemarketing 	Spring 2023 – we have 1,507 head count which is close to 597 FTES. INPERSON CLASSES have increased by 5 percent. Many classes are in the morning. Dina introduced Gabriel Martinez as the research analyst for the office of instruction. We will start phone banking the week of November 28 th . We see that the outreach, marketing, text, radio, billboards have been helping us move in the right direction. We are doing better than other schools and we want to continue in that momentum.	

<p>3. Student Equity Plan Update– Carmen</p>	<p>Carmen has been working hard through writing sessions as we continue to build the student equity plan. We have a deadline on November 30th. We have requested the plan be submitted by December 15th to go through the board approval process. The goal is to be intentional with our African American population. We want to find ways how to support and show a sense of intentionality and make our students feel welcomed and heard.</p> <p>Larry added that there was a focus group with approximately 25 African American population. To no surprise, many expressed how they did not feel welcomed. We are planning to meet with the students in December after the Student Equity Plan has been approved.</p>	
<p>4. Marketing Update – Paul</p>	<p>We are in the process of overhauling our website. A lot is happening behind the scenes through guided pathways. Keenan Giles has been working on the website.</p> <p>To show you why web designs is important. Here’s an example of the “apply” button update usage. There has been a spike in the last week of October. We are hoping that all these clicks went all the way through in applying. We in marketing are trying to figure out how to make the process seamless.</p> <p>Another item, we are working on a virtual reality version of the campus. Other campuses have worked with Meta to build virtual campuses for online students. That space has been explored by other universities and colleges. We are also creating a version of the auditorium and the campus.</p>	

	<p>We are in the process of launching our spring campaign. We are hoping for better results for what we saw in the fall. Our vendor is offering a secret shopper option. We are interested in seeing how the recent updates plays a role in the website. I encourage anyone, if you see anything on our website that is difficult to use, please reach out. We don't want people to waste time trying to go from point a to point b.</p> <p>Keynasia asked how long have we had secret shoppers and how has it worked? Are they looking at the application only or is it extensive?</p> <p>Paul responded that the secret shoppers will be looking at all of it. Information that we couldn't fix in marketing we reached out to other departments to fix issues.</p> <p>Keynasia asked when we could get the results.</p> <p>Paul answered that we should get the results in a few months.</p> <p>Amanda noted that students don't have an issue with the application. The K-12 is linked up with the application. The application isn't the issue. The issue is webadvisor. It's hard to navigate. The password doesn't work sometimes. My question is are we going to do something about webadvisor?</p> <p>Paul stated that we will be moving out of webadvisor.</p> <p>April added that yes, we will be using a self-service platform.</p> <p>Ron reiterated that a newer version of webadvisor is on the horizon.</p>	
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	<p>Pete asked if there would be language options for the new platform?</p> <p>Question to be asked in the technology department.</p>	
<p>5. Student Services and Campus Events</p> <ol style="list-style-type: none"> 1. First Gen Day – 11.8.22 11-1 p.m. B-100 2. Native American Day/Friendsgiving Day – 11.15.22 11-1 p.m. B-100 3. SBVC Day of Service 	<p>Today we had our second annual First Gen Day. Next week we will have our Native American Day/Friendsgiving.</p> <p>Day of service will be December 17th.</p> <p>Amanda added that outreach met with the community partners. This is an annual event, and they have 2,000 families signed up. The time of the event is 11-4 pm.</p> <p>Paul added WinterFest December 5-8th. One of the highlights is that there is going to be snow on campus.</p> <p>Dr. Humble, Dr. Thayer, and Dr. Rosas will present the Enrollment Management Plan. The plan will be updated, but the work the committee has been doing will be highlighted. We will share with the group the next time we meet on November 22nd.</p> <p>Amanda provided a recap on the Garcia Center Performance of the Arts event. Students were able to perform for their parents and families.</p> <p>April shared that there will be a Hairtails event next Wednesday from 4-6 pm. The plan is to show two episodes of the Hulu series and have a discussion. Food will be provided. Come out and join us. Information to be sent out to the campus soon.</p> <p>Student Services will be having a division meeting. We will go over the student services websites to see what needs to be improved and provide recommendations.</p> <p>Christie added that one of the instructors created a picta-chart for</p>	

	student services (attached) that can be shared. It offers information of many of our student services.	
6. Next Meeting: November 22, 2022		

Additional Information: