

**SBVC**  
**Enrollment Management &**  
**Student Equity**

August 23, 2022  
 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	Alma Lopez		X
Dr. Dina Humble, Co-Chair		X	Amanda Moody		X
Yvonne Beebe, Co-Chair		X	Sandra Moore		X
Paul Bratulin		X	Joseph Nguyen		X
Larry Brunson		X	Miguel Ortiz	X	
Keynasia Buffong		X	Dr. Joanna Oxendine	X	
Dr. Raymond Carlos		X	Justine Plemons	X	
Marco Cota	X		Patty Quach		X
April Dale		X	Carmen Rodriguez		X
Christie Gabriel-Millette (CSEA)		X	Daniele Smith-Morton		X
Pete Gonzalez		X	Sam Trejo	X	
Ron Hastings	X		Mary Valdemar (Senate)	X	
Joanne Hinojosa		X	Abena Weber		X
Dr. Stephanie Lewis		X	Sharaf Williams		X
Ty Simpson		X	Michelle Tinoco		X

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 7/26/2022 Minutes.	Carmen motions to approve the minutes. Joanne seconds. Minutes approved as written.	
2. Enrollment Update – Dina & Olivia	<p>Dr. Humble provided an enrollment update. Enrollment is up almost 300 FTES from where we were a year ago. The “Million-dollar” marketing campaign has launched. Short term classes are being offered. Spring scheduling is currently ongoing.</p> <p>Data provided by Christie: Fall 2021 &gt; Fall 2022: Unduplicated Enrollment is up 11%, Seat count (Unduplicated Enrollment) is up 18%, FTE is up 7%</p> <p>Olivia added that welcome table hours might be extended in the spring. So far, over 1,000 students were assisted the first week.</p>	

<p>3. Student Equity Plan Update– Carmen</p>	<p>Student Equity Plan is underway with a focus on the black student population. Workgroup to meet with Affinity Group today. Sessions are planned next week as well as a meeting with the State Chancellor.</p> <p>Olivia added the relaunch of the Brothers Club and A2MEND charter. September 14<sup>th</sup> – Black to School night – promoting black excellence and culture.</p>	
<p>4. Retention Workgroup Update - Ray</p>	<p>Workgroup redirected to focus on validation and affirmation with a message retention plan. Workgroup open to anyone interested in serving. Group meets Thursday's at 1 pm.</p>	
<p>5. Marketing Update – Olivia/Paul</p>	<p>Marketing update provided by Paul. Fall 2022 campaign is ongoing. Marketing will Present at the CAPIO 2022 Conference with Dr. Thayer.</p> <p>Growth and student engagement on TikTok.</p> <p>Growth on Discord – Social Media Coordinator Thomas Robles shared how students have been using the platform to connect and expand NSWV into a virtual format.</p>	
<p>6. Welcome Information Tables - Olivia</p>	<p>Brief recap on the welcome information tables was given.</p>	
<p>7. Student Services Monthly Events – Olivia and SS Managers</p> <ul style="list-style-type: none"> <li>• September 13, 2022 – Student Services Resource Fair/Hispanic Heritage Month</li> <li>• September 14, 2022 – Black to School Night</li> <li>• October 11-14, 2022 – Ability Awareness Week</li> </ul>	<p>Upcoming activities: Hispanic Heritage month &amp; Resource Fair. Resource fair planned to be held once month.</p> <p>Black to School Night – a focus on the African American student population/community. Coined Back to School Night.</p> <p>Ability Awareness Week – Ribbon cutting ceremony.</p>	

8. Next Meeting: Tuesday, September 13, 2022		
---	--	--

Additional Information: