

SBVC
Enrollment Management &
Student Equity

March 28, 2023

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
Dr. Scott Thayer, 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	Michelle Tinoco	X	
Pete Gonzalez		X	Sam Trejo	X	
Ron Hastings	X		Mary Valdemar (Senate)		X
Joanne Hinojosa		X	Abena Weber	X	
Alma Lopez		X	Sharaf Williams		X
Amanda Moody		X	Tenille Norris		X
Bethany Tasaka		X			

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 02/14 and 2/28 Minutes	<p>The minutes from the February 14th were motioned for approval by Dina and seconded by Alma Lopez.</p> <p>Paul abstains.</p> <p>Minutes approved as written.</p> <p>Christie motions to approve Feb 28th minutes. Dina seconds.</p> <p>Minutes approved as written for Feb 28th.</p>	
2. Spring 2023 Enrollment Update	<p>EIS Daily Snapshot shared as an attachment.</p> <p>We have 10,431 students which is 1,088 more than last year. There are 26,063 active seats which is 2,375 more than a year ago. That equates to 3,793.8 FTES which is 8% higher than a year ago. We are in day two of our short term classes.</p>	

	A question to ask the group is, what intentional action in our current roles can be done to improve enrollment?	
3. Student Equity Plan – Carmen	Tabled for next meeting.	
4. Strategic Enrollment Management (SEM) Application: <ul style="list-style-type: none"> • Motion of Support • Identify Participation 	<p>The campus SEM was accepted. Which means we will be able to receive support for enrollment management.</p> <p>What are the SEM areas that are receiving that support?</p> <p>There will be three meetings with the core team called the SEM Academy where our team will meet the coaches assigned to the college. There will be a midpoint convening and an end of year convening. Every month the team will meet with coaches to track the project.</p> <p>Coaches will meet virtual. They will do a site visit. But a majority will be virtual. A date can be set to address all the concerns.</p> <p>There are various areas with an intentional approach apart from the Enrollment management plan. This team will help facilitate the enrollment management on our campus.</p>	SEM application to be shared with group.
5. Enrollment Management Plan	Tabled until next meeting.	
6. Marketing Update – Paul	<p>A PowerPoint was shared with an update.</p> <p>How AI can significantly impact the workforce. It's able to function as your little helper drafting written content and do research for you.</p> <p>A link was provided in the chat.</p> <p>An AI was asked to make Blue as a wolverine mascot and provided quality work in a short period of time.</p>	

	<p>A certificate in AI and associate degree in AI will be moved through curriculum. May 11th will host a <i>Techtopia</i> event in B100. It will feature AI and cybersecurity.</p> <p>Entry level content generation is being changed because AI can create content. Advertising might be changed as well. A lot of the targeted population uses TikTok to search for things and not Google.</p> <p>Marketing is still number one on Snapchat, Facebook, and Discord. We have the most diverse social media platform thanks to our professional experts.</p> <p>With regards to TikTok and the various state and government bans, we believe our target populations will still be using TikTok which means we might have to hire a vendor to manage that platform for us.</p> <p>Facebook has aged and now there isn't a lot of adoption on it. Instagram was growing but it's more of a Generation Y platform. Generation Z rejects Instagram. They prefer things like Be Real. Seeing these trends Facebook has plateaued. TikTok became the dominant platform among the younger generation. And the younger generation has become ad blind so it's harder to use traditional ads to reach them.</p> <p>We have started integrating TikTok and we have gone viral several times. We have been asked to present in April. This is where our audience lives so we have to learn how to master it.</p> <p>Fall campaign was through Gallegos United. The campaign was based on the slogan "You're destined for bigger things."</p>	
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	<p>Spring campaign is more focused on social media. We're focusing on "your dream" and "your move." The average click yields 6% and we yielded 26%. We've generated quite a few of phone calls. We have reverse phone lookup, so we have names and information from people who call.</p>	
<p>7. Upcoming Student Services and Campus Events (everyone)</p>	<p>Through the USC Race and Equity Center, we are looking into applying for the Takeoff Grant which is a collaboration with USC. It is a competitive grant and awarded to only 12 institutions nationwide. The preliminary piece is a 500 word document that describes who we are as an institution and 1000 word document on what we plan to do to institutionalize a unique way to address the situation for men of color. We are looking for ways how we can set ourselves apart and address that demographic. It is due April 10th. We are developing the content on the document which will include culturally responsive teaching, intrusive counseling models, professional development, cohorts of culturally competent instructors and professionals that can contribute to what we're doing. We want SBVC to be "The Hub" considering that we serve many of our K-12 population and community college is the number one vehicle for men of color to transfer. We want to be a center to which we can be leaders and serve as a model for other institutions to follow.</p> <p>Another opportunity is the Leading from the Middle grant initiative which will focus on Starfish. Starfish allows us to engage with our students through an early system. A portion of Starfish that we are interested in is the CRM functionality. Relaunching Starfish to the campus community and making sure people understand what it is and how to use it.</p>	

	<p>California Community College Board of Governors has passed a resolution to make April California Community College month to highlight how community colleges are important to the community and promote programs and affordability.</p> <p>We will be hiring 10-20 student ambassadors in the fall. We're going to be intentional. They'll get a monthly stipend. Application will be due May 1st.</p> <p>Marketing will be shooting a new promotional video for Senior Day and Stemapaloza.</p> <p>Dodgeball tournament tomorrow.</p> <p>April 10-12, Priority A Registration Block Party.</p> <p>Senior Day April 6th.</p> <p>We have the outreach van almost ready and wrapped.</p> <p>Black Excellence is April 26th. Guest speaker from TikTok. There will be prizes, food and inform students about our services and try to encourage them.</p> <p>Umoja Tumaini is visiting school sites every Tuesday and Thursdays.</p> <p>Veterans Resource Center will be hosting Eyes of Freedom Traveling memorial in the student lounge.</p> <p>John Trudeau Poetry Festival April 6th. Leila Dune will also join us.</p> <p>Today in the quad, the History and Mecha clubs will be hosting National Weed Appreciation Day which is a flower planting event.</p> <p>Paula Venegas will be speaking Wednesday at noon in the campus</p>	
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	center as a part of the Mecha Speaker series for Women's month.	
8. Next Meeting: April 11, 2023		

Additional Information: