

SBVC

Enrollment Management & Student Equity

May 9, 2023

1:00-2:00 p.m.

President's Conference Room AD/SS 207 and Zoom: <https://sbccd-edu.zoom.us/j/97183078647>

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

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 4/25 Minutes	Tabled for next meeting.	
2. Spring 2023 Enrollment Update	<p>Enrollment for summer is at 7-8% above where we were last year. We are at 850 FTES. There are four summer sessions. We are anticipating the classes being enrolled more because of the free tuition and books.</p> <p>Dina shared "Actual and Projected FTES summary." We have 7867.36 FTES in the bank as of now. Regarding positive attendance (PA), all PA rosters have been submitted in time. We have PA classes being taught for the spring so those numbers will be submitted at the end of the term.</p>	

	<p>June census is estimated at a 70% fill rate which is+ 577.57 FTEs. We have police academy FTEs is 212. The FTEs we have to play with is the June census for summer which is currently at 289.06.</p> <p>We are phasing out of the hold harmless funding. We are expecting a big enrollment push with the free textbook and tuition for summer.</p> <p>Next year's goal is 9,700 FTES. And then we're going to grow another 5% to 10,200 the following year. We have calculated that per year, per term, per division, and per department. Division can look at their totals and schedule accordingly to their needs.</p> <p>Free textbooks and free tuition help those targets.</p> <p>Is there any inclination that the 10,000 FTEs threshold for medium colleges might sway one way or another systemwide?</p> <p>None that we know of.</p>	
<p>3. Student-Centered Funding Formula</p>	<p>Dr. Dina Humble shared a power point presentation on the student-centered funding formula (SCFF).</p> <p>Three components are of SCFF are:</p> <ol style="list-style-type: none"> 1. Base + FTES at 70% <ol style="list-style-type: none"> a. 10,000 target equates to \$7,000,000. At 9,000 we are at \$6,000,000. These are not actual numbers received. They are rounded numbers for presentation purposes. 2. Supplemental 20%. <ol style="list-style-type: none"> a. AB540, Pell Grant and Promise Grant Students. b. Allocations are shifted to less-advantage students. 	

	<p>3. Student success 10%.</p> <ul style="list-style-type: none"> a. Degree and certificate completions. b. Points are given for associate degrees of transfer, associate degrees, and certificates. <p>Computational Revenue is the addition of all three.</p> <p>These outcomes could change in the near future.</p> <p>State budget shortfall is an unknown factor which will be included. Similar to a credit to the college.</p> <p>When enrollment is discussed, it's not the whole story for the college. Retention and completion efforts impact our numbers. We are constantly evaluating how to make the student experience as positive as possible.</p> <p>Question, on a scale of 1-10 how important is the student equity plan in relation to our numbers?</p> <p>25. It's very important. All the plans we have in place are Inter grated into the strategic master plan.</p> <p>Is it safe to say, each of those plans are taken into consideration when looking at our goals and objectives, correct?</p> <p>Correct.</p> <p>Rhetorically, when we do things like the open enrollment lab, with the intent to try and address student concerns of completing the enrollment process in person, why is there pushback from some to contribute to help make those a supported reality, so to speak?</p>	
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	<p>Individuals have requested to be a part of it to help encourage students and to take advantage of it so we're not doing fast-track events a week before classes start. But my understanding is that there are certain barriers put in place from being able to do so.</p> <p>Again, it's a rhetorical question. More of a statement.</p> <p>What are the specific barriers that are put in place? So that we can come up with some solutions.</p> <p>Individuals in general counseling have requested to participate and have been told no.</p> <p>The information comes late, and we need time for planning to accommodate accordingly. We do not have the manpower to spare counselors. Strategic planning is required to get involved.</p> <p>As a committee, we can put together a list of dates and rooms to help provide support.</p> <p>Promotion of the event is something we need as well.</p> <p>Is there specific promotion you would like to see that is not happening?</p> <p>No, we see it on the marquis, and we are working on getting it on the website. That's the next avenue. Also, common knowledge campus wide so everyone knows of the services being offered.</p> <p>Special program orientation or info sessions would be a good idea as well.</p>	
<p>4. Marketing Update – Paul</p>	<p>Paul shared a presentation on the summer 2023 campaign. Our big push is the free tuition and textbooks. We</p>	

	<p>are seeing a lot of chatter. We see Spanish influencers have been sharing it as well. We have developed some flyers and information to distribute. Our outreach team has distributed to all high school students. Not just seniors.</p> <p>In addition, there has been a constant stream of social media activity.</p> <p>One thing we want to try is to be able to improve our ability to track return on investment for various spending. We are spending a historic amount funds on marketing. We do get questions as to why we spend more on one platform versus others. We rely heavily on data to dictate what platforms we use.</p> <p>Any time we have a student apply for the college; we have them fill out a supplemental questionnaire. Word of mouth is the biggest generator. A large portion of our data is stating "other." We need to identify what other is. We are seeing similar results with Crafton.</p> <p>In addition, we have sent letters from Dr. Fontanilla to all our feeder high school regarding the free summer tuition and books. We are developing a college acceptance letter for our high schools. Social media has been talking about this nonstop. We're updating all our campus media regarding the free campus tuition. Coming up we will be updating the phone tree instructions. We need to find the new voice for the phone tree.</p> <p>One thing you will see on the website is we have a Spanish language version of the free tuition. This is important because we have never really had a Spanish information. One thing coming out of this Spanish</p>	
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	<p>language push is the chatter amongst the Spanish language community. English communications can be found at valleycollege.edu/free and Spanish communications can be found at valleycollege.edu/gratis.</p> <p>A cool thing coming out of this campaign is that we are going to do a Spanish language TikTok account. Information like this is in such huge demand. Our community has that need.</p>	
<p>5. Upcoming Student Services and Campus Events</p>	<p>Two brief announcements provided by Dr. Thayer.</p> <ol style="list-style-type: none"> 1. Leading from the Middle proposal to maximize Starfish usage. 2. Strategic Enrollment Management group will be attending training will be held in June. That's going to focus on digging on data surrounding our students. When our group comes back from the academy in June, they can provide information to our group on those experiences and how they will support enrollment targets. <p>Updates:</p> <p>Black Grad is Saturday in the auditorium from 4-7 pm.</p> <p>Transfer Celebration this Friday in the auditorium from 5-7 pm.</p> <p>Grad Day event May 16 from 1-3 pm.</p> <p>Thank you for the great work, everyone.</p>	
<p>6. Next Meeting: May 23, 2023</p>	<p>Meeting adjourned.</p>	

Additional Information: