

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

*August 9, 2016*  
*1:00-2:30 p.m.*  
 AD/SS 207

**AGENDA**

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
Paul Bratulin			Henry Hua		
Stephanie Briggs			Aber Israel		
Keynesia Buffong			Dr. Craig Luke, Sr.		
Charles Burton			Joseph Nguyen		
Raymond Carlos			Dr. Ricky Shabazz		
Yancie Carter			Dr. James Smith		
Johnny Conley			Mary Valdemar – Senate		
Marco Cota			Raquel Villa – CSEA		
April Dale-Carter			Dr. Kathryn Weiss		
Amber Gallagher			Carol Wells		
Keenan Giles			Chris Williams		
Ron Hastings			Shari Blackwell		

<b>TOPIC</b>	<b>DISCUSSION</b>	<b>FURTHER ACTION</b>
1. Enrollment/Classes – Henry Hua a. Enrollment Report b. Open Classes		
2. Enrollment Management Survey – James Smith		
3. Marketing – Paul Bratulin a. August Advertising b. On-Campus Marketing c. Enrollment Management Timeline Update		
c. Adjournment		

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

August 9, 2016  
 1:00-2:30 p.m.  
 President's Conference Room - AD/SS 207

**MINUTES**

**Members:**

*Student Services Mission: To provide a system of support services that enhances student success and achievement of educational goals.*

	A	P		A	P
Paul Bratulin		X	Aber Israel	X	
Stephanie Briggs	X		Dr. Craig Luke, Sr.	X	
Keynesia Buffong		X	Joseph Nguyen		X
Charles Burton		X	Dr. Ricky Shabazz		X
Raymond Carlos	X		Dr. James Smith		X
Yancie Carter	X		Mary Valdemar – Senate		X
Johnny Conley		X	Raquel Villa – CSEA	X	
Marco Cota		X	Dr. Kathryn Weiss	X	
April Dale-Carter		X	Carol Wells	X	
Amber Gallagher	X		Chris Williams	X	
Keenan Giles		X	Shari Blackwell		X
Ron Hastings		X			
Henry Hua		X			

TOPIC	DISCUSSION	FURTHER ACTION
<b>1. Enrollment/Classes – Henry Hua</b> <b>a. Enrollment Report</b> <b>b. Open Classes</b>	Henry Hua provided information on the EIS daily snap shop and open classes.	<p>Henry Hua stated that what he wants to see is the current list of classes that are already being filled EIS daily snapshot. This list essentially tells you how many students are actively enrolled in seats. We were shy of 1,800 at the end of last year. It is a little concerning concerning that we don't have as many students. We do have more students taking more load but have less active seats with less seats. There is a large proportion of open classes still that are open to students that are not being filled. Want to make sure efficiency is high. Our FTES is 2% growth from last year and we have been charged with additional 2% this year, which is about another 100 FTES that we are off.</p> <p>The committee members discussed courses during certain hours of the day as reading and math classes conflict where lab is. Students look at that and may not enroll in one or another. District is looking into that as a data cube. The committee asked what can we do to garner back 1800 students that we are missing this term? Seeking to engage students in late start courses. Henry reported that we have lost adjunct faculty as they are getting full-time positions at other institutions. The need for additional facilities is also an issue regarding courses held during peak hours. Henry stated that if new sections open up for courses we will contact the students on the waitlist. Our evening college has not been very strategic and we are working on that this year.</p>

<p><b>2. Enrollment Management Survey – James Smith</b></p>	<p>April Dale-Carter stated that she and Charles Burton have been working on a survey for Enrollment Management.</p>	<p>April reported that we need to get feedback from students regarding the enrollment process. April provided the Enrollment Management Survey draft. Everyone provide input to improve or increase the number of questions. Dr. Shabazz wants some sort of generic enrollment survey. Do not know what kind of outcome we want from this. Adding or decreasing questions from certain departments. We need to know what the survey is to produce, what type of info to gather from the results. Improvement or tracking what is going on from a perspective of student, improve counseling, financial aid, registering and the A&amp;R area. We did not provide too many questions on demographics. The marketing part is already addressed when new students sign up, do not know what current students need are. After a discussion it was decided that we do not need demographic information if they are already with us. Categorize who we are targeting. Then we know the 5-10 at most questions we want to give them. Target students who did not get financial aid amd what we can we do to improve financial aid.</p> <p>Dr. Shabazz stated that the survey needs to encompass more of student services as well. A lot of this looks like a satisfaction survey. Many of our students do not know how to maneuver different types of systems and who to contact. A discussion ensued regarding the survey. How did you apply, welcome center, home or cell phone, etc. This survey is for new students. How did they get here. Dr/ Shabazz stated that we must have demographics. The survey will be going to anyone who submitted an application. Do primarily during Fall for new students. If students applied to the college but did not register we need to know why. We need to know how they heard about us and what was their experience and were there any barriers to their registration. Dr. Shabazz asked that the survey be emailed to the committee, if they have question they would like to ask they should send them to Charles Burton.</p>
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		<p>Henry Hua reported that Instructional Cabinet is looking at offering more classes at High Schools to possibly start offering in Spring of 2017. Do not want to take away resources away from the programs. High Schools are a captive audience during their prime times. However, this takes faculty away from SBVC as they need to be at the high school for the courses. Paul Bratulin and Henry are working with Jeremy to do regroup training for constant contact, text messaging, calling and sends emails. Those have not yet been set up but contracts are going to board on Thursday. Looking to do specifically as a pilot for late start classes. Henry stated that in Datatel we do not have a field that will identify a student in clubs, etc</p> <p>Henry stated that there is a lot of dead wood in our catalog and in our schedule. We have 80% of students that are in basic skills courses. The committee discussed having a fast track to get courses completed in the afternoon. One source that is not being targeted with marketing is out of state for non-resident students.</p> <p>Online courses were discussed and what we can do to make sure they are more successful for students and ensuring that faculty gets trained on software.</p>
<p><b>3. Marketing – Paul Bratulin</b>  <b>a. August Advertising</b>  <b>b. On-Campus Marketing</b>  <b>c. Enrollment Management Timeline</b></p>	<p>Johnny Conley gave a brief update on Marketing.</p>	<p>Johnny Conley shared that the door to door was never finalized as there were many questions and some resistance about it. We were looking to do it last Saturday but due to conferences and so forth it went down the drain.</p> <p>Johnny reported that the mall contract is going to board this Thursday. There should be staff be at the mall by the end of this month. There is a spanish only flyer in some of the other supermarkets. We are holding a welcome center at El Super. It was suggested that we reach out to Cardenas also. Paul stated that he will speak to Karen Childers about Cardenas. Cardenas wants SBVC to be in Ontario and every single store.</p>

		<p>Students are asking about closed classes for STEM because that hold prevents them from registering until they see someone in the department</p> <p>April stated that spring registration starts November 28th. Henry shared that the new class list is posted every morning at 7 a.m.</p> <p>Paul stated that we are continuing all advertising efforts. Movie nights last through September. We have had 700 RSVP for NSW and 200 for Pokemon Go. We will also have food trucks available during the Week of Welcome. The food is not free, students and staff will have to purchase items.</p> <p>Timeline on target with everything. April and Paul need to work on email for students with less than 12 units to register on classes available for them. Today, post on main page. Student Services closed 12-2 tomorrow, post to web site.</p>
<p><b>4. Adjournment</b></p>	<p>Meeting adjourned at 2:30 p.m.</p>	