

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

*June 14, 2016*  
*1:00-2:30 p.m.*  
*AD/SS 102C*

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

TOPIC	DISCUSSION	FURTHER ACTION
1. Student Equity Request for Reallocation: a. Requested \$402,500: Received \$107,300 b. Proposed Distribution: i. Foster Youth \$20,000 ii. Veterans \$40,000 iii. SHS \$7300 iv. Instruction/Professional Development \$40,000		
2. Update on Summer and Fall Registration a. How do we create a buzz b. Outreach booth at the Inland Center Mall		
3. Update on Marketing a. District Request for funds b. Review Marketing Plan c. What things should we be doing? Suggestions for Paul		
4. Review and Update Enrollment Management Timeline a. Review and update for June-August: What needs to be done		
5. Update on New Student Welcome Day		
6. Next Meeting a. Assignments		
7. Adjournment		

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

June 14, 2016  
 1:00-2:30 p.m.  
 AD/SS 102C

**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	Dr. Haragewen Kinde	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	Clyde Williams	X	
Ron Hastings		X	Shari Blackwell		X
Henry Hua		X			
Aber Israeil	X				

TOPIC	DISCUSSION	FURTHER ACTION
<p><b>1. Student Equity Request for Reallocation:</b></p> <p><b>a. Requested \$402,500: Received \$107,300</b></p> <p><b>b. Proposed Distribution:</b></p> <p><b>i. Foster Youth \$20,000</b></p> <p><b>ii. Veterans \$40,000</b></p> <p><b>iii. SHS \$7,300</b></p> <p><b>iv. Instructional/ Professional Development \$40,000</b></p>	<p>Dr. Shabazz welcomed the committee members and introduced Charles Burton, the new Research Analyst who reports to James in Research. Charles will be working on dashboards for us. All of the Student Services managers are to schedule a meeting with Charles. Particularly those managers who are receiving Student Equity funds. Charles will also be reaching out so we can start evaluating those interventions. If there are no evaluation tools in place, Charles and James will help to develop those. Charles is being paid out of SSSP Categorical funds and is assigned 100% to Student Success and Student Equity.</p>	<p>Dr. Shabazz stated that SBVC has been fortunate as the state has additional funding for Student Equity. Colleges are invited to turn around proposal for additional funding which had to be in specific areas such as Professional Development, support of veterans and of foster youth. SBVC submitted a proposal request for \$402K of additional funds in which we received \$107K, which was the max that any college could receive. Dr. Shabazz proposed to fund foster youth at \$20K, Veterans \$40K, SHS \$7300 and Instruction/Prof Dev \$40K. Marco Cota made a motion to approve the allocations as listed. Raymond Carlos seconded. All in favor. No opposed. No abstentions. Motion passed unanimously. Johnny Conley stated that he will work with Scott Stark to put funding in the appropriate line items and will also work with Rick Hrdlicka for a quote on technology items. Dr. Shabazz asked to spend funding quickly.</p>
<p><b>2. Update on Summer and Fall Registration</b></p> <p><b>a. How do we create a buzz</b></p> <p><b>b. Outreach booth at the Inland Center Mall</b></p>	<p>Dr. Shabazz and the committee discussed updates for Summer and Fall Registration.</p>	<p>Dr. Shabazz reported a \$170K budget. Paul Bratulin stated that the district will share expenses for mass advertising. There are four new billboards that went up yesterday. Dr. Shabazz asked Paul to put something together for marketing to show the committee what is being done. There are Pandora ads running which began in October and is ongoing. There are also 20 Omnitrans buses with advertising. Many of the circle around the district offices. We</p>

		<p>cannot control the bus routes. KVCR is advertising however there are a few problems with them keeping it on the air because of budget issues they are having. There are also Facebook, Twitter and Google ads. There is a challenge of addressing all of the added interests. The negative posts on the internet feeds tend to get a lot more notices than the positive posts. Dr. Shabazz stated that registration information for fall and summer needs to be on the marquee.</p> <p>Dr. Shabazz discussed the idea of a booth at the Inland Center Mall. SBVC has had a booth there in the past and would would like to pursue having one again. Johnny Conley has the application that would need to be completed. The cost is approximately \$1,400 to \$1,600 unlimited for the month and would be placed near the food court. We need to process the paperwork and get it to Virginia at district to place on the July board. Computers with a mobile hot-spot need to be set-up so people can apply and get assistance for financial aid. Staff would be students as well as a professional expert making rotations through there. Scott Stark will purchase the mobile hot spot. We need to gather marketing materials and determine how to promote the booth.</p>
<p><b>c. Update on Marketing</b></p> <ul style="list-style-type: none"> <li><b>a. District Request for funds</b></li> <li><b>b. Review Marketing Plan</b></li> <li><b>c. What things should we be doing? Suggestions for Paul</b></li> </ul>	<p>Dr. Shabazz asked the committee members to provide ideas that SBVC should be doing as part of the marketing plan to bring students to the college.</p>	<p>The committee discussed the gas stations monitors and the possibility of putting advertising on those monitors. Paul will look into information and pricing. Discussion regarding a short clip on SBVC being sent to students cell phones was discussed. Data rates would apply so students need the option to opt out. Promoting video ads at the local movie theaters is also a good opportunity for SBVC to get the word out about registering. The committee asked for a list of open classes and classes that have not started yet for summer. Paul will provide the list to the committee members. Dr. Shabazz stated that we need to start streaming open classes in the campus center. Priority registration dates should also be on those.</p>

The committee discussed that our information booths are not being heavily utilized because they are not getting a lot of students visiting them. Raymond stated that student workers need to be trained to work the booths. We are going to move to a tent program and have them put in an ideal location. We will move away from info booths as a pilot. Ray, Joseph, Chris and Johnny take lead. Paul and Henry will provide the information that is needed. The next step is use of laptops and having a group of individuals to work with students.

There is currently several off-campus recruitment events held for 11th and 12th graders at feeder districts. There is a need to market to individual programs such as Tumaini, FYE, and Puente. There are student ambassadors who go out through the feeder high schools to help with recruitment. We need to hire more adjuncts, as well as possibly looking at the idea of placing an actual counselor at the high schools to help students transition on over to college. Students are not aware of college curriculum, getting acclimated with work and studying in order to being successful so they do not go to the probation 1 status level. There are also a number of Cal State students who need some basic skills courses or possibility need to take courses at a lower cost will also come to SBVC. We are currently working on partnership with Cal State and SB City Unified. Dr. Shabazz will provide a copy of the MOU at the next meeting. We are also pursuing international students. Dr. Shabazz stated that updates at next meeting would be good.

Dr. Shabazz stated that all of the events people are interested in SBVC holding as far as an outreach event at should be sent directly to Marco Cota. We are looking for outreach booths at Wal-Mart, Food for Less and also doing outreach at churches and sporting events. We can hand out tickets at our school sporting events and to the homes in the area around the school. A team can also hand out flyers during the summer concert series in the parks.

<p><b>d. Review and Update Enrollment Management Timeline</b>  <b>a. Review and update for June-August: What needs to be done?</b></p>	<p>Dr. Shabazz reviewed the Enrollment Management Timeline with the committee.</p>	<p>The committee reviewed the timeline and gave their edit suggestions. Shari will update the timeline for the committee.</p>
<p><b>e. Updates on New Student Welcome Day</b></p>	<p>Dr. Shabazz asked for an update on New Student Welcome Day.</p>	<p>Johnny Conley reported that everything has gone to board for July for the New Student Welcome Day (NSWD). Last year, FYE held an orientation for all new students at the SBVC campus with roughly had 800 students in attendance. There was iPad giveaway scavenger hunt. The NSWD event will be held this year on August 10th from 9 to 2:30. Dr. Shabazz asked Johnny to send out a meeting announcement to everyone on the Enrollment Management Committee. An ad for the radio station is being included. Panera Bread will be providing sandwiches. We will have an additional large canopy tent. The registration will be through Event Brite and listed on the SBVC web site. This event is for new students and prospective new students as well. There is less of an emphasis on admissions but provides students with opportunities to come to campus and register as well as there will be registration booths at the event.</p>
<p><b>f. Next Meeting</b>  <b>a. Assignments</b></p>	<p>Dr. Shabazz spoke to the committee members about assignments.</p>	<p>Dr. Shabazz stated that we need to come up with a door to door program for community engagement and be able to provide flyers and brochures to pass out. The staff agreed to schedule some Saturday dates. This would help bring up morale from staff and help people to work as a team.</p>
<p><b>g. Adjournment</b></p>	<p>Meeting adjourned at 2:39 p.m.</p>	