

SBVC
**Enrollment Management &
 Student Equity**

June 28, 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		

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on the July Outreach and Marketing Calendar (Johnny/Paul) a. Enrollment Survey: Charles Burton to work with April and Paul to create survey collect data on prospective students registering for the college – How did they learn about us? b. Review CHC Marketing Plan		
2. Update on the Outreach Booth in the Mall (Johnny/Marco)		
3. Update MOU with Cal State University San Bernardino (Dr. Shabazz)		
4. Student Worker Training/Tents (Joseph, Johnny and Ray)		
5. Review and Update Enrollment Management Timeline (Dr. Shabazz)		
6. Adjournment		

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June 28, 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	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	Guest – J.R. Boyd		X
Aber Israeil	X		Guest – Odette McGinnis		X

TOPIC	DISCUSSION	FURTHER ACTION
<p>1. Update on the July Outreach and Marketing Calendar (Johnny/Paul)</p> <p>a. Enrollment Survey: Charles Burton to work with April and Paul to create survey collect data on prospective students registering for the college – How did they learn about us?</p> <p>b. Review the CHC Marketing Plan</p>	<p>Odette McGinnis, Interim Dean, Math, Business and Computer Technology is joining today's meeting for Henry Hua, Interim VP of Instruction.</p> <p>Acting President, Dr. Glen Kuck would like there to be a subcommittee of Enrollment Management for marketing.</p>	<p>Dr. Shabazz reported that our committee has been charged to put a July calendar together. The committee spoke about their marketing plans.</p> <p>Committee members will be going into churches, swap meets, Walmart and setting up an Outreach booth at the mall. The blue items indicate items being held on campus. Tables will be strategically placed on campus for in-reach. Events will go on throughout the entire month. Staff and student workers will continue to wear registration shirts on Mondays. There will be movie nights held on campus, possibly in the auditorium. This is being proposed for July. Wednesday's look the best day of the week. Paul and Mary need to get together and plan those events.</p> <p>The subcommittee will meet between now and the next meeting. We will run the new plan through Glen or the new President and then the district. Ice Cream Day will be held on campus for students who have registered to receive a free ice cream. The last Thursday of July we will do lunchtime concert. District has asked that we get them a plan and then we'll worry about ratifications, etc. for board.</p> <p>Charles Burton received a copy of an enrollment survey from April and Paul. He will survey these new students and figure out which of these interventions worked.</p>

		<p>Paul Bratulin stated that the CHC marketing plan is in packet. Paul has a plan that is similar to this. Paul shared that the CRM software that CHC shows will also be available to our campus as well. CHC submitted a \$100K marketing budget, and SBVC submitted a \$150K marketing budget to district. The district doesn't market itself, it markets the two campuses. Most of the items Crafton has on their wish list, we already have, they just need to be updated. Odette recommends putting this on the agenda for the joint meeting for Instruction and Student Services.</p> <p>The committee discussed what things/items can we brag about to build our reputation, etc. Paul stated that he can make this page for us. Dr. Shabazz stated that we need to have this by the next meeting. Mary Valdemar, Kay Weiss and Marco Cota can be good reference points for that. Dr. Shabazz shared that we need to see our students on flyers and postcards. We have ordered 2,500 postcards to be mailed out to students. Paul has done a tremendous job of putting banners up on the website.</p>
<p>2. Update on the Outreach Booth in the Mall (Johnny/Marco)</p>	<p>Dr. Shabazz introduced JR Boyd and shared that he has worked with Clyde Williams in the Outreach office will be filling in as substitute until we hire a permanent person for the position. The Outreach budget is less than \$9K, the marketing budget was \$30K, however, the marketing budget has been increased to close to \$200K. Unfortunately the Outreach budget remains at \$9K.</p>	<p>Johnny Conley reported that we just received contract for the mall that we are looking to take to board. The committee agreed that all of the ideas are great but not possible on a \$9K Outreach budget. We need to propose to the district that we need for more funding.</p> <p>For Outreach, our college requires that we make professional presentations and our student ambassadors are well versed. Depending on the age level of the students, we need to follow the guidelines. Due to safety precautions, staff needs to be cleared to be on campus. Elementary schools require names and information to be able to come onto their campus. There is a clearance period where we can try to get the outreach person cleared for the year ahead of time. We need to be sure the person has been fingerprinted and has been through a background check. Interested ASG students can be forwarded to Outreach. JR can look into the processes when he is out at the schools and report back to our committee. This has become increasingly harder due to safety issues.</p>

<p>3. Update MOU with Cal State University San Bernardino (Dr. Shabazz)</p>	<p>Dr. Shabazz provided handouts of the MOU with Cal State University San Bernardino and San Bernardino City Unified School District.</p>	<p>Dr. Shabazz stated that the MOU is an informational item. James Smith made a suggestion at the last meeting to provide a copy of MOU between Cal State, SB City Unified and SBCCD to the committee members. The change to the MOU is that Cal State is focusing on students during their freshman year. SBC City Unified is focusing on their 11th and 12th grade students. Those that applied to Cal State but were not admitted will allow Valley to have access to those students so we can invite the to "come to Valley."</p>
<p>4. Student Worker Training/Tents (Joseph, Johnny and Ray)</p>	<p>The committee discussed student trainings.</p>	<p>Joseph Nguyen gave a brief overview of upcoming student worker trainings to get them ready for the fall semester. Joseph stated that two separate trainings will be held.</p>
<p>5. Review and Update Enrollment Management Timeline (Dr. Shabazz)</p>	<p>Dr. Shabazz thanked everyone for being in attendance. Everyone's input is always welcomed. If you have suggestions, or moving items in the timeline, please email to Marco and Dr. Shabazz by Thursday so necessary adjustments can be made.</p>	<p>Dr. Shabazz reported that this is not an Outreach Plan and not a marketing plan. This is an attempt to make sure these conversations we are having right now, we don't have again this year. These things should be happening regularly. Some items were happening, but some were not. Dr. Shabazz stated that we need to take "Plan" out of the title. Should be "Enrollment Management - Marketing Timeline". What is not here that we need to optimize with respect to registration. Ricky acknowledges that we have made a lot of ground thanks to Clyde, JR, and Marco. Add events and timelines for when thing that should occur such as the Latino Heritage Month.</p>
<p>a. Adjournment</p>	<p>Meeting adjourned at 2:34 p.m.</p>	