

SBVC
**Enrollment Management &
 Student Equity**

March 8, 2016
 1:00-2:00 p.m.
 AD/SS 102C

AGENDA

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			Dr. Craig Luke, Sr.		
Stephanie Briggs			Joseph Nguyen		
Keynesia Buffong			Dr. Ricky Shabazz		
Raymond Carlos			Dr. James Smtih		
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		
Henry Hua			Christie Winter		
Aber Israeil			Shari Blackwell		
Dr. Haragewen Kinde					

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on FTES		
2. Update on Marketing Strategies		
3. AB 288 a. Offside Classrooms at Feeder High Schools		
4. Enrollment Management Plan		
5. Enrollment Management Sub-Committee		
6. Meeting Dates		
7. Adjournment		

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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
Raymond Carlos		X	Dr. Ricky Shabazz		X
Yancie Carter		X	Dr. James Smith	X	
Johnny Conley		X	Mary Valdemar - Senate		X
Marco Cota	X		Raquel Villa – CSEA	X	
April Dale-Carter		X	Dr. Kathryn Weiss	X	
Amber Gallagher	X		Carol Wells		X
Keenan Giles		X	Chris Williams		X
Ron Hastings		X	Clyde Williams	X	
Henry Hua		X	Christie Winter	X	
Aber Israeil	X		Shari Blackwell		X

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on FTES	<p>Dr. Shabazz thanked the committee members for attending.</p> <p>Staff gave self-introductions.</p> <p>Dr. Shabazz shared that Henry Hua is serving as "acting" VP of Instruction. Dr. Kinde is out and we look forward to her return.</p>	<p>Dr. Shabazz provided an update on FTES, utilizing the FTES document for 2015-16, March 7, 2016. San Bernardino Valley College's (SBVC's) target goal for FTES was 10,504. SBVC's estimates as of today, is 10,183 FTES. That is a problem and a challenge. The committee needs to engage faculty in dialogue to hit our goal which translates Money. Funding is roughly \$4,700 per FTES so be down around 300 FTES x \$4,700 or \$1.5 million. This impacts faculty hiring, supplies, field trips, all of the things we rely on resources for as well as hiring of all staff. Dr. Shabazz and Henry Hua have been tasked to engage in conversation about these numbers. SBVC is down as well as, so is Crafton. If you add both of those numbers from each campus, the district is down as well.</p> <p>Enrollment Management has been discussed, revisited, reengaged and we as a committee become a lifeline to constituency groups about dialogue for a number of different things. Students that are considered non-residents, undocumented, out of state and coded; those students are eligible to be claimed as a portion of AB540 students. Dr. Shabazz asked questions about AB540, as we had not been reporting allowable FTES for AB540, nor capturing or reporting to the state. SBVC needs to go back and capture the AB540 numbers. There are between 200-300 AB540 students that would push us to the 10,504 number that we need. We also need to capture spring, fall and summer AB540. We are currently waiting for the actual numbers.</p>

		<p>The final number should be closer to 10,383 or 10,400. Moving forward, there is a plan to start including the AB540 students in our resident FTES. The last 3 or 4 months has been a huge push to enter this data.</p> <p>Dr. Shabazz shared that most colleges in state are not hitting enrollment targets because the economy is getting better. There are emerging opportunities. As economy gets better, the enrollment goes down. The community we live in and serve needs jobs. We can continue to expect students to come to us or we may consider going to larger corporations.</p> <p>The District Enrollment Management Committee (DEMC) meets at a time that is not conducive to faculty, however, we need to get representation from this committee to attend the DEMC on a regular basis. Our committee needs to consider whether SBVC is going to grow in numbers every year and what that will look like. Must be lasting relationships developed where pipeline of people with us going to them or them coming to us.</p>
	<p>Dr. Shabazz reported that is reassuming responsibility for the Enrollment Management Committee and can confirm that we will meet and information will be disseminated that has been in the past.</p>	<p>Dr. Shabazz shared that a change was needed. Dr. Shabazz has had a conversation with Jeremiah Gilbert and met with Henry Hua to make a priority to identify Instructional Faculty who could be committee members. SBVC's goal is to be the most engaging committee on campus. SBVC's livelihood and ability to serve students are directly connected on how active this committee is. We are currently at risk of budgetary realities if we do not work on changes to the committee.</p>
<p>2. Update on Marketing Strategies</p>	<p>Dr. Shabazz shared that Marketing strategies is a very big piece of Enrollment Management.</p>	<p>SBVC needs to be looking forward and there needs to be greater collaboration between marketing, outreach and the Instruction Office. The Instruction efforts drives marketing, which drives outreach.</p>
<p>3. AB 288 a. Offside Classrooms at Feeder High Schools</p>	<p>Dr. Shabazz stated that non-residents can be AB540, International, and out-of-state students.</p>	<p>There is a large population of out of state athletes. The challenge in being off our FTES numbers is that we need to understand the cycle. SBVC should be recruiting now for summer and fall. There is currently no plan which then leads us to fall behind in semester targets. First time we can make up the FTES is during the summer, and the courses are already on the web site.</p>

<p>4. Enrollment Management Plan</p>	<p>Dr. Shabazz shared a copy of Crafton's Enrollment Management Plan which was sent to the Chancellor.</p>	<p>Dr. Shabazz stated that Crafton has a plan, while we at Valley are trying to figure out who is in charge and what they do. Crafton moves in the same direction and Dr. Shabazz has concerns that they plan to offer courses at Job Corp. That is SBVC's territory. There needs to be guidance over the committee and to engage and come up with a plan. There needs to be a multipronge approach to what are emerging things on and off campus. If SBVC doesn't do it, Crafton will. Dr. Shabazz stated that another school will get the opportunity while we are trying to get our act together.</p>
<p>5. Enrollment Management Sub-Committee</p>	<p>Dr. Shabazz shared that he is arranging an Enrollment Management Sub-Committee.</p>	<p>A Doodle Poll has been sent out to faculty and staff who were identified to be on the Enrollment Management Committee.</p>
	<p>Dr. Shabazz provided information on the Student Success Act of 2012.</p>	<p>The Student Success Act of 2012, has new policies for the Board of Governor's (BOG) waiver. Students must maintain the same level of academic progress like Financial Aid. Some students on SAP are at great risk of losing the BOG waiver. This will be talked about more in depth at a future meeting.</p> <ol style="list-style-type: none"> 1. It doesn't look like SBVC will hit the target FTES 2. SBVC needs to develop a plan and take to it out to the constituency groups and engage in discussion <p>Our districts expectation is 2% growth every year.</p> <p>There are two ultimate factors is the state budget, that's what drives growth. We will look at the Governor's budget. Most of the colleges not achieving the number required. We hope that there is a shift in the growth number to COLA or some other realistic place to fund. This information should come out of this meeting or budget committee meeting.</p> <p>There are emerging opportunities for growth. We need to know the numbers and what is realistic. What programs should be growing and what programs are not showing any growth.</p> <p>Dr. Shabazz shared that he will be handing information out for this committee and it is not to be disseminated for public consumption. SBVC does have something in writing in terms of a plan. There is a constant contact tool to use for students who applied but never enrolled in a class. This is roughly 20,000+ students.</p>

6. Meeting Dates	Dr. Shabazz clarified the meeting dates and times of the committee.	The Committee agreed to meet on the 2 nd and 4 th Tuesday's of the month from 1-2:30 p.m.
7. Adjournment	Meeting adjourned at 2:05 p.m.	