

SBVC
**Enrollment Management &
 Student Equity**

March 22, 2016
 1:00-2:30 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			Shari Blackwell		
Aber Israeil					
Dr. Haragewen Kinde					

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on Marketing a. Postcards b. Posters c. Emails d. Timeline		
2. Update on BOGW		
3. Review FTES Targets		
4. Discuss emerging opportunity for FTES a. Course growth during non-peak times b. Off-site classes at feeder high schools c. Distance Education		
5. Engage in conversation regarding Enrollment management a. Developing a Comprehensive Enrollment Management Plan that allows us to maximize the FTES that we need to achieve b. Discuss the faculty concerns and communication of emerging opportunities		
6. 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		Shari Blackwell		X
Aber Israeil	X				

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on Marketing a. Postcards b. Posters c. Emails d. Timeline	<p>Dr. Shabazz shared that he is very excited. He has learned that you can plan all you want but you can never account for timing. There is a paradigm shift happening and we have people talking about what used to be and what could be. The basis of the Enrollment Management Committee is what could be. Implore people to think about the possibilities and look at the opportunities.</p>	<p>Dr. Shabazz provided on update on Marketing and asked the committee to keep Paul Bratulin in your mind.</p> <p>Dr. Shabazz provided samples to the committee members of the postcards that were sent out. As this is a working committee, we will leave with some assignments today.</p> <p>Marketing will look at three different areas: postcards, posters and emails. The postcards will be sent to current students – those who apply but never attended and high school students. Johnny Conley is responsible for getting information out to the high school students and meeting with the Principals.</p> <p>Dr. Shabazz stated that there are three different postcards that will go out to the appropriate groups. The second priority is posters on campus – advertising summer and other sessions available. Those should be available by the end of next week. High School students will not get emails.</p> <p>Our marketing budget is \$100K. Postcards will go out to about 40,000 students.</p> <p>Dr. Shabazz will send out an Enrollment Management Plan to use as a diagram.</p> <p>Dr. Shabazz shared the Enrollment Management Timeline and gave members lead positions for certain activities/tasks.</p>

		<p>Dr. Shabazz stated that SBVC is at a point in our college's sustainability where we have to look at all of our processes, instructional, student services, business services and assess our ability to sustain our resources that we have. When 8% raises are provided, health care costs are rising, this is a business it is difficult to sustain.</p> <p>California education has been kept at a level of \$46 per unit. Dependent on state budget that we put ourselves where we have conversations about enrollment management, more FTES numbers, about having interactions with marketing, outreach, and instruction to sustain numbers and to keep the doors open.</p> <p>Dr. Shabazz shared that there needs to be conversation about multiple measures. The Math Department has had discussions of possibly using High School transcripts in addition to Accuplacer for placing the high school students into courses.</p>
<p>2. Update on BOGW</p>	<p>Dr. Shabazz reported on the BOGW changes to the BOG waiver.</p>	<p>Part of the Student Success Act that went into effect, changed the BOG fee waiver that students were able to get. Students were able to get a BOG waiver if they had below a 2.0 G.P.A. This will no longer be the case and will impact our enrollment somewhere in the 500's. This goes into effect in fall, but implications are not felt until spring. This will depend on when students are notified. (30 days prior to semester starting as far as their status).</p> <p>Dr. Shabazz shared that there is an appeals process in place and that petitions come through the scholastic standards committee. There is a new form for loss of BOG and priority registration. Students will be notified via email. The Financial Aid designee or Amber Gallagher, Director of Financial Aid is on the committee. For the past two years, academic standing has been handled in the counseling department. They have been notifying students that their fall 2016 enrollment and BOG will be affected.</p> <p>There will be a two tier approach that Yancie Carter will be working on and emails will be going out and workshops will be provided to students.</p>

		<p>Level 2 and the dismissal of students will be handled with workshops and meeting with counselors to make a larger impact. We have the opportunity to improve the success of students with Student Success funding.</p> <p>Dr. Shabazz shared that students are not aware of the implications of the BOGW. All Student Services offices should have banners and posters around campus. There has also been an article placed in the Student Success Newsletter that went out to students. Someone will also provide an update to Academic Senate and to the faculty. We need to flood the campus with information. This is definitely a threat to access and will change the way community colleges do business and there hasn't been much discussion. This will impact students greatly.</p>
<p>3. Review FTES Targets</p>	<p>Dr. Shabazz reported that we need to meet a target of 10,714 FTES which is a 210 FTES increase.</p>	<p>Currently, SBVC is carrying Crafton in terms of funding. They have buildings at Crafton that they cannot afford to keep open. As you look at the District Budget Committee – it shows projects for SBVC, Crafton and district. Crafton is already stating that they cannot meet their FTES. They are running into a deficit budget. SBVC has a pseudo carry forward. SBVC cannot access \$2 because we have the \$15M reserve. As long as Crafton doesn't meet numbers, if we have additional FTES, that money will go to Crafton. When they are in the red, that locks our reserve. We are tasked with coming up with a plan that we can present to the Enrollment Management Committee and how we will grow that 2%. That equates from 10,504 to 10,714 which is a 210 difference. We need to develop a plan to see if this is feasible.</p>
<p>4. Discuss emerging opportunity for FTES</p> <ul style="list-style-type: none"> a. Course growth during non-peak times b. Off-site classes at feeder high schools c. Distance Education 	<p>Dr. Shabazz shared that we have briefly touched on item #4 in the sub-committee meeting that included Jeremiah Gilbert who is President of Academic Senate.</p>	<p>Jeremiah Gilbert gave great ideas of emerging opportunities. We have to look at other possibilities such as times we offer courses that are not best for students but better for instructors. We should use data to guide some of that and help faculty members to show that it is not us alone. Dr. Shabazz also stated that when you have a plan with no budget, then you really don't have a plan or accountability.</p>

		<p>Dr. Shabazz shared that the goals, objectives and budget connected to it are for the Enrollment Management Plan. The plan will be more in line with the approach that was taken with Student Equity.</p> <p>Dr. Shabazz reported that Distance Education, which is any course that is not on campus such as high schools, Amazon, or online, etc. We have the opportunity to fund a Distance Education Coordinator. We would be more likely to get support if it was faculty to faculty dialogue. All are emerging opportunities to pursue.</p>
<p>5. Engage in conversation regarding Enrollment management</p> <p>a. Developing a Comprehensive Enrollment Management Plan that allows us to maximize the FTES that we need to achieve</p> <p>b. Discuss the faculty concerns and communication of emerging opportunities</p>	<p>Dr. Shabazz discussed Enrollment Management and maximizing FTES.</p> <p>Dr. Luke asked what about SLOs.</p>	<p>Dr. Shabazz stated that his is not just a matter of chasing FTES but is a plan for growing and a plan for shrinking so tht it is done in a systematic way. If we don't hit a certain number, there are financial implications connected to that.</p> <p>Dr. Shabazz reported that we can increase size but some students are not college ready. The Enrollment Management approaches this from a different angle than SLOs. How do we get the students and how do we get themout with a degree.</p>
<p>6. Adjournment</p>	<p>Meeting adjourned at 2:30 p.m.</p>	