

SBVC
**Enrollment Management &
 Student Equity**

April 12, 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:

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. Haragewen Kinde		
Stephanie Briggs			Dr. Criag Luke, Sr.		
Keynesia Buffong			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			Clyde Williams		
Henry Hua			Shari Blackwell		
Aber Israeil					

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on District Enrollment Management Committee a. Review District Plan b. Review FTES targets c. Faculty involvement: Next year's meeting moved to 1 st Thursday of the month 3-4:30 pm		
2. Review Summer and 2016/17 targets a. FTES target is 10,714 b. Review EM Timeline-Finalize c. T-shirts		
3. SBVC EM Plan a. Develop processes to link instruction, outreach and marketing		
4. 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
<p>1. Update on District Enrollment Management Committee</p> <p>a. Review District Plan</p> <p>b. Review FTES targets</p> <p>c. Faculty involvement: Next year's meeting moved to 1st Thursday of the month 3-4 p.m.</p>	<p>Marco Cota provided an update on the Enrollment Management Plan.</p>	<p>Marco Cota shared that Dr. Shabazz would like the committee to review the District's Enrollment Plan and compare it to our campus enrollment plan to see if we are on the same page and consistent. We need to look at the purpose and objectives for what the district has in mind and see how it correlates with our Enrollment Management Plan, especially with the goals the District has in mind.</p> <p>The committee reviewed the Enrollment Management Plan. Crafton has ideas but has no action plan as SBVC does. The district plan is supposed to support both campuses. This is a general goal for the district on where they would like to see the campuses. The district does not have a projected enrollment goal. Timeline is what is going to be done or what needs to be done. In the actual enrollment plan, the timeline needs to be captured. Paul asked if there is a negative repercussions to always being in growth mode. It is pushing for continued 2%. That is not sustainable when it comes to SBVC's plan because we would go over the cap. SBVC is expected or called upon to hit a minimum of 10,500 as a way of covering Crafton's shortfall. SBVC has a reserve and Crafton is in the red. Goals and objectives begins in 2016 and is to be completed by 2019.</p>

		<p>The district is writing the plan for SBVC to be able to get all of the goals done. James stated that they are goals, but it does not mean that they are instantly achieved. They didn't set a date because it is flexible time, they might not get it done, but it is a goal. There is nothing that they see that contradicts what we have done so far. James states it does give us some direction to grow 2%. Coming off of a cycle where we were asked to cut and now moving into the future they want us to grow. This year we could have raised our cap. Whatever growth we achieve is like a new benchmark. We have one year to increase our apportionment money, the amount that the state would give us. Crafton did shrink this year, so they are depending on SBVC to raise the cap for the district. We want to grow for the next 3 years, yet this is the only year we can get our cap increased. They are gambling on the facts that it will come back again, but there is no guarantee. Crafton has invested all this money in infrastructure and if they don't grow, the taxpayers are going to wonder where all their money is. We can keep growing, but can we grow the infrastructure to keep up with the number of students.</p> <p>Faculty involvement is crucial and next year the meeting will be moved to the first and third Thursday of the month from 3-4:30 p.m. The Instructional faculty is not in attendance today. The recommendation for the change in dates and times is to help with the conflict in the faculty's schedules. Our committee will need to notify Jeremiah Gilbert with Academic Senate to make sure there is no conflict.</p>
<p>2. Review Summer and 2016/17 targets a. FTES target is 10,714 b. Review EM Timeline – Finalize c. T-shirts</p>	<p>Marco Cota reported that the FTES target is 10,714.</p>	<p>Paul Bratulin shared the things that are being done to increase the numbers. Postcards are in the print shop being printed. There is no timeline because the print shop is very swamped and they are not answering the phones. Marco believes they should be send out next week when registration opens. A lot of efforts are digital advertising. We are currently at #7 of Inland Colleges in the region. There have been discussions about setting up some busing system to send students up to Crafton. Paul stated that marketing budget is being cut for next year so not sure if postcards will be available for fall 2016.</p>

Raymond Carlos reported that the 90th Anniversary t-shirts have been ordered. They will be available on Friday. Hopes are to give them to all of student services. There are a number of sizes available. 1,000 t-shirts were ordered. They will also be available for Happy Hour and lunch/dinner with the VP. T-shirts will be given to all staff and faculty as well as giveaways. Scholarship winners will definitely wear them. Those students are more eager to promote.

The committee reviewed the Enrollment Management Timeline. There is a lot of items already ongoing on the calendar. The committee needs to focus on new items and things that we need to do in the future as well as ensuring that everything is scheduled for the right time of year.

Johnny Conley stated that the Guardian Scholars, Student Equity, Senior Day, Dreamers Conference, Middle School Conference events all need to be added to the calendar. Johnny also shared that Leadership was October/November of last year.

The committee discussed how do we evaluate or measure each of these things on the calendar? Can we quantify these things to find out some correlation to Enrollment Management? We need to be able to have data and crunch some numbers as well as set up a mechanism so we can cross reference things. We need to look at how many students applied vs. how many enrolled? Is there some kind of software where you can input this information? From there we can compare names or student id numbers and whether they followed through on taking classes or not. That data needs to be captured to get the actual outcome.

<p>3. SBVC EM Plan</p> <p>a. Develop processes to link instruction, outreach and marketing</p>	<p>Marco Cota stated that we see the value of the marketing and outreach areas. However those resources have been limited.</p>	<p>Marco reported that Outreach has been a one man team with no budget. We need to put together an Enrollment Management Plan for Outreach. This can be done but it takes time and manpower. A computer analyst can develop the programming, student assistants would enter the information. That data would give us the information that we need. Students can provide what areas are they interested in. We had a peak registration of 14,000 students before economic crunch and used to have topic specific outreach teams. We had to raffle which was a lead slip and committee members would come out. There is no more outreach because we were over enrollment and that department was dismantled. Marco stated that we have a serious branding problem at this college. T-shirts should have gone through the marketing person. It has to be consistent throughout. We need a branding part that is consistent for everything to have that on it. Paul stated that we are currently developing a signature so everyone can put it into Outlook and use it on letterhead, etc. There are not on a lot of communications going on now, however, it will be implemented such as in the signature lines for the entire year. The signature generator will be sent out soon.</p> <p>Marco Cota stated that the goal is to get the Enrollment Management Plan completed by next fall. We need to find a systematic approach on how Outreach is done and have it be a collaborative effort and not a duplication of things. Upcoming events will be difficult because Instruction and Student Services did not coordinate together. We need to combine staffing and resources and work together. We need to become more efficient and have a budget that allows us to do more things. There needs to be some kind of regular Outreach meeting, but needs to be coordinated.</p>
<p>b. Adjournment</p>	<p>Meeting adjourned at 2:14 p.m.</p>	