

SBVC
**Enrollment Management &
 Student Equity**

January 24, 2017

1:00-2:30 p.m.

Orientation Conference Room - 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
Tammy Allen			Cindy Huerta		
Yvonne Beebe			Kathy Kafela		
Paul Bratulin			Dr. Craig Luke		
Stephanie Briggs			Joshua Milligan		
Keynasia Buffong			Joseph Nguyen		
Charles Burton			Neri Perez – ASG		
Raymond Carlos			Dr. Ricky Shabazz		
Yancie Carter			Dr. James Smtih		
Marco Cota			Mary Valdemar – Senate		
April Dale-Carter			Dr. Kathryn Weiss		
Keenan Giles			Chris Williams		
Alicia Hallex			Shari Blackwell		
Ron Hastings					

TOPIC	DISCUSSION	FURTHER ACTION
1. Introduce the new Outreach Coordinator		
2. Update on Spring Enrollment a. About 12,970 students compared to 12,021 SP 16 and 12,418 fall 15 b. Challenges with 24 Drop-Message to students regarding holds c. Special programs d. Late start classes		
3. Update on Concurrent Enrollment a. Review List of classes b. MOU c. AB288 Dual Enrollment vs Concurrent Enrollment d. Career Fair and Career Pathways Workshop on 2/4 9 am-2 pm		
4. New Marketing Commercial		
5. Recruitment has closed for Dean of Student Equity and Director of Financial Aid		
6. Opening recruitment for Director of FYE		
7. Summer and Fall recruitment a. Subcommittee meeting deadlines b. Ideas for marketing and outreach		
8. Black History Month Activities		
9. Adjournment		

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MINUTES

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
Tammy Allen	X		Cindy Huerta		X
Yvonne Beebe		X	Kathy Kafela	X	
Paul Bratulin		X	Dr. Craig Luke		X
Dr. Stephanie Briggs		X	Joshua Milligan	X	
Keynesia Buffong		X	Joseph Nguyen		X
Charles Burton		X	Neri Perez – ASG		X
Raymond Carlos	X		Dr. Ricky Shabazz		X
Yancie Carter	X		Dr. James Smith		X
Marco Cota	X		Mary Valdemar – Senate		X
April Dale-Carter		X	Raquel Villa – CSEA		X
Keenan Giles		X	Dr. Kathryn Weiss	X	
Alicia Hallex	X		Chris Williams		X
Ron Hastings		X	Shari Blackwell		X
			Mark Williams for Joshua Milligan		X

TOPIC	DISCUSSION	FURTHER ACTION
1. Introduce the new Outreach Coordinator	Dr. Shabazz formally introduced Cindy Huerta, the new Outreach Coordinator.	Dr. Shabazz shared that there is no immediate need to send Cindy out into the community as she is presently going through trainings to learn about programs.
2. Update on Spring Enrollment a. About 12,970 students compared to 12,021 SP 16 and 12,418 fall 15 b. Challenges with 24 Drop-Message to students regarding holds c. Special programs d. Late start classes	Dr. Shabazz provided an update on Spring Enrollment.	Dr. Shabazz shared that our enrollment is now at 13,085 which is a testament to the work that Marketing and Outreach is doing. Our goal is to keep the mall location as we are coming into contact with thousands of students. Valley in the Community and WinterFest also helped to get enrollment numbers up. We have turned off the drop for non-fee payment and telling students to drop before the deadline as classes need to be dropped before the start of the term before fees are incurred to not count towards them. If the student attended the first two weeks of the term, they will still be charged fees but will be allowed to drop with a W. Enrollment fees are non-refundable, student fees are not. We have upwards of 90% of our students that receive the BOG waiver which waives the tuition fees. Local fees which are held in Student Government and are not covered with tuition. Those are fees that the students are responsible for.

		<p>Dr. Shabazz shared that summer registration will begin mid-April – those students enrolling for summer courses do not have until May 31st to pay for the fall semester. They will need to pay their fees prior to registering for summer.</p> <p>We also need Financial Aid students are are missing documents, already receiving financial aid to pay their fees out of the financial aid that they receive.</p> <p>The late start campaign will begin next week. We are currently designing media for that ad will start implementing it on January 30th. Courses are open and students can register now. There is no printed list of the classes however, they are already in the schedule and are easily identifiable.</p> <p>There is still a push for late start courses. We delivered aproximately 5,000 schedules during community day and had very positive interactions with people when we went out to the four surrounding cities. We will be having a sub-committee meeting to begin planning the events for summer and fall. We need the key deadlines for getting some of the things up and running in time. We would like to put banners in the community. The goal would be to have a banner in every one of our feeder areas.</p> <p>Dr. Shabazz shared a copy of the flyer that went out to all feeder high schools. We were able to get the addresses for the 11th and 12th graders from Colton, Rialto and San Bernardino and are working to get them out in the mail box. This is an ongoing recruitment effort. We are pushing to get students to attend the late start and night and evening courses.</p>
<p>3. Update on Concurrent Enrollment</p> <ul style="list-style-type: none"> a. Review List of classes b. MOU c. AB288 Dual Enrollment vs Concurrent Enrollment d. Career Fair and Career Pathways Workshop on 2/4 9 am-2 pm 	<p>Dr. Shabazz spoke regarding Concurrent Enrollment.</p>	<p>Dr. Shabazz provided a list of classes that the chairs and Deans put together. It was to be very aggressive this spring, but due to the “Miracle on Mt. Vernon” we are not in such a rush.</p>

		<p>We are working on an MOU to go to the school district with full roll out in the fall with 3 classes at each of the feeder higher schools. It will put a great workload on the Admissions & Records office as it is very labor intensive on the concurrent enrollment forms. The students who have a relationship with Valley college prior to leaving high school is more likely to go to come to us for college. We will need to be setting all of this up this spring.</p> <p>Dr. Shabazz provided a brief update on Amazon having courses at their location. There are several opportunities to have programs with Amazon for the courses that their employees would like to take. Their biggest campus in California is in San Bernardino.</p> <p>On February 4th, we will be sponsoring a career fair for anyone who is interested in teaching as an adjunct but will also cover all of our open positions at SBVC. Please get information out to social networks. Want to do each semester because always hiring adjuncts. Job fair on campus to make people familiar with what it takes to be a faculty member on campus. Several classified staff who have masters degrees that are interested in teaching.</p> <p>We are tapped out with faculty between 9-3. Partner to change paradigm with you and colleagues. Concurrent enrollment is because want them to come to us when they are done with high school. Our growth potential is not on campus, it's off campus.</p> <p>There was a brief discussion regarding CTE programs/ ROP and potential for growth with enrollment.</p>
<p>4. New Marketing Commercial</p>	<p>Dr. Shabazz turned the meeting to Paul Bratulin so he can show us his latest commercial.</p>	<p>Paul Bratulin previewed the new San Bernardino Valley College (SBVC) commercial. The commercial is 1.5 minutes long and touches on CTE programs and nursing. The length was cut down to 30 seconds for movie theatres and tv ads. The plan is to launch the commercial tomorrow.</p>
<p>5. Recruitment has closed for Dean of Student Equity and Director of Financial Aid</p>	<p>Dr. Shabazz shared that the Director of Financial Aid and the Dean for Student Equity are closed.</p>	<p>Dr. Shabazz stated that we are hoping to get a Director of Financial Aid as soon as possible to ease up on Marco Cota's load.</p>

<p>6. Opening recruitment for Director of FYE</p>	<p>Dr. Shabazz reported that the Director of First Year Experience will be opening soon to applicants.</p>	
<p>7. Summer and Fall recruitment a. Subcommittee meeting deadlines b. Ideas for marketing and outreach</p>	<p>Dr. Shabazz asked that staff please send ideas regarding Marketing and Outreach via email to Marco Cota and Cindy Huerta.</p>	
<p>8. Black History Month Activities</p>	<p>Dr. Shabazz briefly discussed the Black History Month Activities. He asked staff that if they had events they would like added to the calendar to please email the committee members.</p>	<p>Dr. Shabazz asked the committee members to please support the Black History Month Activities.</p>
<p>9. Adjournment</p>	<p>Meeting adjourned at 2:20 p.m.</p>	