

**SBVC**  
**Enrollment Management &  
 Student Equity**

*February 14, 2017*

**AGENDA**

*1:00-2:30 p.m.*

*Orientation Conference Room - AD/SS 102C*

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 Smith		
Marco Cota			Mary Valdemar – Senate		
April Dale Carter			Raquel Villa – CSEA		
Keenen Giles			Dr. Kathryn Weiss		
Alicia Hallex			Chris Williams		
Ron Hastings			Shari Blackwell		

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on Spring Enrollment and Late Start Classes: James		
2. Update on Concurrent Enrollment MOU: James		
3. Update on Financial Aid Majors Project: James and Marco		
4. Update HACU 2017: Joseph		
5. Sending Paul, Cindy, Ricky and Diana to ACT Enrollment Planners Conference in July: Paul		
6. Review Enrollment Management Time: Paul, Marco and James		
7. International Food Fest (tentative date: April 25)		
8. Adjournment		

**SBVC**  
**Enrollment Management &**  
**Student Equity**

February 14, 2017  
 1:00-2:30 p.m.  
 Orientation Conference Room - AD/SS 103C

**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. Update on Spring Enrollment and Late State Classes: James	Tabled.	
2. Update on Concurrent Enrollment MOU: James	Tabled.	
3. Update on Financial Aid Majors Project: James and Marco	Marco Cota provided an update on the Financial Aid Majors Project.	Marco Cota stated that he is happy to report that after lengthy research, the report was submitted to the Department of Education regarding the 7 programs that were not eligible to receive Financial Aid. The liability for the district is a little over \$600K for students in programs that weren't approved. The Instruction Office and Student Services Office is looking very carefully at procedures to make sure that this does not occur again to ensure that San Bernardino Valley College remains in good standing.
4. Update HACU 2017: Joseph	Joseph Nguyen provided an update regarding HACU for 2017.	Joseph Ngyen stated that last year the college as able to take 27 students and chaperones. This was an excellent experience for students. For some, this was first time traveled, being at conference and interacting with other students at that level. Students came back and reported on a very positive experience. This year

		<p>we are again planning on going to the conference and hope to select up to 30 students. We are in the early stages of planning for the 31st Annual Conference. Last year our college set a record on the amount of students in attendance from one college. The first kick off meeting is being held this Thursday. Once students are selected through an interview process, they must attend orientation and workshops prior to attending the conference. Mary Valdemar stated that she would encourage students to reapply. Many students are also wrapping up their HACU internship. The benefit of students applying is getting into the internship. This is an excellent opportunity for students to go and be part of the experience.</p>
<p><b>5. Sending Paul, Cindy, Ricky and Diana to ACT Enrollment Planners Conference in July: Paul</b></p>	<p>Paul Bratulin reported that the Executive Team discussed sending several staff members to the ACT Enrollment Planners Conference in July.</p>	<p>Paul Bratulin stated that sending staff is contingent upon receiving additional funding from the district. We are hoping to meet with other Enrollment Management professionals from other colleges regarding enrollment statewide. This conference is being held in Chicago.</p>
<p><b>6. Review Enrollment Management Timeline: Paul, Marco and James</b></p>	<p>Paul Bratulin discussed the Enrollment Management Timeline.</p>	<p>Paul stated that the Enrollment Management Timeline is currently under review because of the adjustment to funding. Paul recently emailed colleagues in Region 9 regarding their marketing budgets and how their offices are staffed. Most colleges are spending 3 to 4 times the amount we are spending on marketing. The SBVC budget on a yearly basis is \$170K a year which covers all advertising. If we want or need a larger budget we have to request it from the district. Paul stated that he has requested \$650K from the district. This funding is critical for marketing as well as Outreach. For several years Outreach has never had a budget other than the one staff member in that department. This meant no conferences, etc. Obtaining and increasing enrollment is imperative with working with the local high schools. The timeline is important for different things that need to happen throughout the year to keep SBVC in the community and in our schools as the first choice of colleges for</p>

		<p>students to attend. Last year the district gave SBVC \$280K, we hope to at least get the matching amount if not more. We have grown considerably more than Crafton. However, it comes down to the District Enrollment Management Committee who works with the budget committee. Paul stated he will report back as soon as he hears how much we are to receive in funding from the district.</p> <p>Marco Cota stated that Cindy in Outreach will be doing New Student Welcome Day as well as Senior Day this year.</p>
<p><b>7. International Food Fest (tentative date: April 25<sup>th</sup>)</b></p>	<p>Paul Bratulin provided information to the committee members regarding the upcoming International Food Fest.</p>	<p>Paul stated that the International Food Fest is a new concept. The WinterFest event brought a lot of community attention to the campus. We are hoping that the Food Festival might do the same thing in the way of bringing community together. However, we did not want to tie it to a season. We will replicate what we did in the Winter with all programs having an open house. We will have our culinary and tech programs out there which will provide for several captive audiences. We will also be doing senior day and the Grad Fair on the same day to have a really big event. We need approval of this committee to have a sub-committee. We will also have outside vendors to sell food trucks on campus. Culinary Arts will do an outside sit down dining experience having a lunch and a dinner. The lunch will be held at noon for high schoolers and 6 p.m. For people coming from work. We will bring different restaurants from the community such as Ethiopian, organic foods, etc. The Grad fair will be held on the south part of campus and high schoolers would be by the food fair. Stephanie Briggs moved that we approve the sub-committee. April Dale-Carter seconded. No abstentions. All approved. The sub-committee meeting will be held every other Tuesday at 3 p.m.</p>
<p><b>8. Adjournment</b></p>	<p>Meeting adjourned at 1:36 p.m.</p>	