

SBVC
**Enrollment Management &
 Student Equity**

September 13, 2016
1:00-2:30 p.m.
President's Conference Room - AD/SS 207

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			Alicia Hallex		
Yvonne Beebe			Ron Hastings		
John Boyd			Henry Hua		
Paul Bratulin			Kathy Kafela		
Stephanie Briggs			Dr. Craig Luke		
Keynesia Buffong			Joshua Milligan		
Charles Burton			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		
Tin Chung – ASG			Chris Williams		
Amber Gallagher			Shari Blackwell		
Keenan Giles					

TOPIC	DISCUSSION	FURTHER ACTION
1. Update on Student Equity Plan a. Review list of funding b. Data Collection – Johnny and Charles meeting with programs c. Example of the Library – Ron to provide overview of data collection d. Future Funding		
2. Update on Outreach a. Outreach to displaced ITT Tech students		
3. Review EM Timeline a. Review Timeline b. Presentation during College Council		
4. Fall Enrollment Updates a. Headcount and FTES b. Promotions of Late Start Classes		
5. Discussion on Enrollment Management Plan due in November a. Review District Plan b. Review Compton Plan c. Review Another Plan		
6. District EM Meeting		
7. Drop for Non-fee Payment		
8. 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	Alicia Hallex		X
Yvonne Beebe	X		Ron Hastings		X
John Boyd		X	Henry Hua	X	
Paul Bratulin	X		Kathy Kafela	X	
Stephanie Briggs		X	Dr. Craig Luke	X	
Keynesia Buffong		X	Joshua Milligan	X	
Charles Burton		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
Tin Chung – ASG	X		Chris Williams	X	
Amber Gallagher	X		Shari Blackwell		X
Keenan Giles		X			

TOPIC	DISCUSSION	FURTHER ACTION
<p>1. Update on Student Equity Plan</p> <ul style="list-style-type: none"> a. Review list of funding b. Data Collection – Johnny and Charles meeting with programs c. Example of the Library – Ron to provide overview of data collection d. Future Funding 	<p>Johnny Conley gave a brief update on the Student Equity Plan.</p>	<p>Johnny Conley reviewed the list of funding for the Student Equity Plan. Johnny did not have plan available. However Johnny stated that we are receiving the same \$1.3 allocation. Money has all been allocated to certain departments. All interventions have been set and put into spreadsheet with Charles Burton in Research. Some of the funding will be going into next year. We have reached out to folks who have carry over funds. All monies need to be spent by December. All areas have been contacted with allocations, especially those with carryover funds.</p> <p>Charles and Johnny are working together with staff and faculty for assessment with timeline. The Dean in that area are to ensure that everyone in relation with deadlines and reports are aware of the pipelines coming down from the state. This is a very key role regarding the accountability of how the funds are being used. The state is very particular about how the funding being spent, being used and the results.</p>

		<p>Ron Hastings reported that he failed to bring the handout of the data collection handout but provided a brief overview. The data was collected with Charles Burton's help and was set to the report. Funding was spent on textbooks to circulate out of the library textbook bank for 48 hours. Therefore there was a need to measure the impact on our disproportionately targeted student populations of the resources. A list of students who checked out 24 hour textbooks as provided and was checked against those were disproportionately targeted students and groups at large on campus. The pass rate, the term GPA and retention was also determined. In each areas, we were pleased to learn that students in target groups who used the resources passed at a higher rate and a collectively higher GPA. This shows a positive impact on the funding spent on that resource.</p> <p>The Library also spent \$5K on online resource called Learning Success and there was very little impact. Students at large performed much like those in that target group that used that resource. There is an oddity with textbooks with the First Year Experience students who have a pass rate higher, their GPA was lower. It was then realized and the at large population was a much larger sample who had more A's and B's than the smaller target size.</p>
<p>2. Update on Outreach a. Outreach to displaced ITT Tech students</p>	<p>Dr. James Smith reported on the ITT Tech Students.</p>	<p>Dr. James Smith stated that there are a fair number of displaced students from ITT Tech due to their closure, which could possibly be students on our campus. The question is how to use our marketing and public relations strategies to get information to them. SBVC is holding a forum or workshops for the ITT Tech students. Marco Cota stated that the two forums will be held 10 a.m. and 6 p.m. Both Crafton and SBVC will participate. District is in the process of getting the names of students to attend. We will have a person from each area in Admissions & Records, Financial Aid, a Counselor and Peggy from the RCT programs. We need to coach through the process of enrollment and see if we can target</p>

		<p>programs that are here and are similar they can easily transition into our programs. SBVC cannot accept their units, however students can do credit by exam after they complete 12 units. We may be able to get a handful of students that were possibly in their first semester. Students who attended ITT Tech longer are trying trying to find schools that would take their credits outright. April Dale-Carter spoke with one student and received a voice mail from another school that were getting ready to graduate with their bachelor's. There will be a second informational session which will be held at the district.</p> <p>Marco Cota reported that as of July 1st, SBVC has conducted an average of 20 events per month. We would like to move it up to 25. JR Boyd, sub in Outreach is one man operation and is doing the best he can. We have campus tours coming up this month as well. We are hitting all feeder schools and whoever requests us and targeting back to school parent engagement. We encourage the students to get their parents engaged in Valley College. We have made contacts with 33 community events to make presentations.</p>
<p>3. Review EM Timeline a. Review Timeline b. Presentation during College Council</p>	<p>Kay Weiss reported that we are on target with September and October activities.</p>	<p>Kay Weiss stated that Paul Bratulin could give us more of an update on the September and October activities. Most of the marketing is done. It was asked how will we be able to do October and November events and if any research that shows that the events that were held were effective? Marco Cota reported that he has not seen any research data. Marketing is getting ready to send out flyers and mailers to students who enrolled in less than 12 units.</p> <p>The committee members inquired if it was possible to use student ambassadors to call the potential students. Johnny Conley stated that he can put a script together and provide a phone bank. We need to narrow down the list of students to call. We are also piloting a system that sends text messages to students.</p>

		<p>SBVC needs to start beefing up our middle college students. This takes a lot of resources but it is very important.</p> <p>Quote planning to take to October board \$90K allocation through the district. Took that from the budget. Called Karol and will put back in the budget. Go to the October board after put in a PR and will allow us to have it during the spring. Hoping that foot traffic at the malls during the shopping season will help make it successful.</p>
<p>4. Fall Enrollment Updates a. Headcount and FTES b. Promotions of Late Start Classes</p>		<p>No headcount with Fall Enrollment Updates. Not running behind anymore. Our head count is a little higher than it was. Problem is FTES hasn't caught up because census dates haven't been met. April gave snapshot numbers to the committee members. FTES is under what we were but seat count is over where we were. We are making up ground. Up by about 1,000 seat count. Some of those people may withdraw and disappear. FTES will not be counted until they reach census. Some of them are in late start classes. May not meet 2% goal but we will not be under where we were last year. Crafton might come out under.</p>
<p>5. Discussion on Enrollment Management Plan due in November a. Review District Plan b. Review Compton Plan c. Review Another Plan</p>		<p>District EM Plan was sent out. Compton plan was also sent out. Look at our own plan and mold our plan that will work the best using those as a sample. RS sent those out by email. Will as RS to send out again to the committee members.</p>
<p>6. District EM Meeting</p>	<p>This item was discussed during Item #7.</p>	
<p>7. Drop for Non-fee Payment</p>	<p>Dr. Stephanie Briggs gave a brief overview of the District Enrollment Management Meeting and drop for Non-fee payment.</p>	<p>Dr. Briggs stated that it was moved by the Chancellor and his Cabinet to relax the drop date for students in order for FTES to be funded. There was much discussion with committee members. There was a vote that the students enrolled should be changed to a 3 to 7 drop date in payment. Dr. Briggs stated that this was very interested and that it was less of a consideration for students and more about what would be in the best interest of the institution financially.</p>

		<p>There is a need for our Enrollment Management Committee to have a discussion but felt that it was necessary for Dr. Shabazz to be present for that. Some colleges do not have a drop policy at all. We are dropping students for \$1 and \$2 balance. This is cutting off our nose despite of our face because we need FTES. There needs a balance. Yet there has to be a consistent plan of when we should drop students. There was data provided by other colleges regarding drop dates. Not all are representative of SBVC. Many of the colleges were very affluent. SBVC needs to look at how this impacts low income students when they are dropped. There was also a discussion about putting holds on students transcripts. We need to have a discussion about what those recommendations should be. In the end, it was clear that there should have been more discussion. There was a rush to move to no drop dates at all, and starting in spring seems a little harsh. There is also an issue with Financial Aid. Funding should go to college first to pay for courses before they go to the student. This was discussed at District Assembly. A possible solution is for students have 48 hours after financial aid disbursements. The group continued to have a discussion regarding the plan for drop for non-fee payment. Data states that black students and those below the poverty line are the ones affected the most.</p>
<p>8. Adjournment</p>	<p>Meeting adjourned at 2:05 p.m.</p>	