

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

*September 27, 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. Reviewed the EM outline and timeline		
2. Reviewed the marketing timeline		
3. Paul give a marketing update		
4. 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
1. Reviewed the EM outline and timeline	<p>April Dale-Carter went over the Enrollment Management outline.</p> <p>There was a discussion about how to reengage students as well as staff, faculty and administration to get more involved in activities on campus.</p>	<p>Dr. Briggs had some concerns because she hadn't heard back about her part of the master plan. Dr. Briggs stated that she would follow-up later.</p>
2. Reviewed the marketing timeline	<p>The committee members reviewed the marketing timeline.</p>	<p>Paul Bratulin stated that there was a lot of catching up to do. The committee discussed marketing and what the current status was of some of the items on the timeline.</p>

<p><b>3. Paul give a marketing update</b></p>	<p>Paul Bratulin stated that were had been some discussion about the marketing budget being reduced.</p>	<p>Paul was not sure if some of the big ticket items would be completed.</p> <p>The committee discussed marketing for spring 2017 admissions application to start October 10<sup>th</sup>.</p> <p>Paul will begin marketing priority registration on social media sites the first week of November.</p> <p>Paul also talked about creating videos for social media. Tammy Allen and Mary Valdemar suggested having students audition to get more students involved.</p> <p>Paul will provide an update at the next meeting about new advertisement locations.</p> <p>Joseph Nguyen provided an update on the ITT workshops. Admissions &amp; Records checked the list to see if anyone had applied since the workshop. There were approximately 3-4 applicants.</p>
<p><b>4. Adjournment</b></p>	<p>Meeting adjourned at 2:05 p.m.</p>	