

# SBVC

## Enrollment Management & Student Equity

September 24, 2024

MINUTES

1:00-2:00 p.m.

Zoom: <https://sbccd-edu.zoom.us/j/83899295730>

and President's Conference Room

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 |
|---------------------------------------|---|---|---------------------------|---|---|
| Dr. Olivia Rosas, Interim VPSS, Chair |   | x | Gabriel Martinez          |   | x |
| Dr. Dina Humble, Co-Chair             | x |   | Amanda Moody              |   | x |
| Dr. Gilbert Contreras                 | x |   | Sandra Moore              |   | x |
| Yvonne Beebe, Co-Chair                |   | x | Joseph Nguyen             |   | x |
| Dr. Anthony Blacksher                 |   | x | Miguel Ortiz              | x |   |
| Paul Bratulin                         |   | x | Dr. Joanna Oxendine       |   | x |
| Keynasia Buffong                      |   | x | Justine Plemons           |   | x |
| Dr. Raymond Carlos                    |   | x | Dr. Patty Quach           |   | x |
| Marco Cota                            |   | x | Carmen Rodriguez          |   | x |
| April Dale                            |   | x | Daymi Ruiz-Martinez (ASG) | x |   |
| Alan Erving                           | x |   | Nelva Ruiz-Martinez (ASG) | x |   |
| Christie Gabriel-Millette (Senate)    | x |   | Evelyn Ruiz-Trujillo      |   | x |
| Aida Gil                              |   | x | Irene Sanchez             | x |   |
| Keenan Giles                          |   | x | Ty Simpson                |   | x |
| Pete Gonzalez                         |   | x | Dr. Nori Sogomonian       |   | x |
| Rania Hamdy                           |   | x | Ayanna Spivey             | x |   |
| Ron Hastings                          | x |   | Bethany Tasaka            |   | x |
| Leticia Hector                        |   | x | Brian Thompson            |   | x |
| Kristina Heilgeist                    | x |   | Michele Tinoco            | x |   |
| Joanne Hinojosa                       | x |   | Sam Trejo                 |   | x |
| Samantha Homier                       |   | x | Mary Valdemar (CSEA)      | x |   |
| Dr. Stephanie Lewis                   |   | x | Abena Weber               |   | x |
| Alma Lopez                            |   | x | Vinnie Wu                 |   | x |
| Christina Ly                          |   | x |                           |   |   |

| TOPIC                            | DISCUSSION   | FURTHER ACTION |
|----------------------------------|--|----------------|
| 1. Approval of 5/14/2024 Minutes | Amanda Moody moved; Yvonne Beebe seconded. Motion passed to approve the May 14, 2024 minutes as written.   |                |
| 2. Enrollment – Dr. Humble       | Dr. Humble is out this week so Gabriel provided the update and reported numbers are good this fall and we have reached our semester goal. As of yesterday, compared to last year, we are up 14% on overall FTE's and for fall we are up 7%. However, dropout numbers are more than what we had last fall. This is retention of students that drop out and are not returning. We had 1,851 last year and as of yesterday we have 1,875. |                |

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|  | <p>Keynasia asked if we could make a list of what's being done to retain students, whether it is working or not and then take steps to identify what we need to do better.</p> <p>Gabriel shared the drop list options are very limited, and we don't get a good indication as to why students drop out. Dr. Rosas asked if we could get the data as to why they dropped out and share it at the next meeting. Vinnie responded it is too vague, too generic, and not enough information is provided. The question was asked if we have compared our drop rate with other colleges and we have not done that.</p> <p>April said they are still receiving fraud applications. Potential students enroll in classes and are removed from the classes with a hold placed on their application when found to be fraudulent. This is about 150 per semester and another part of the drop rate increase.</p> <p>Rania stated there is a much more extensive list of drop reasons the Research Department created, and we will work on getting that ready for the spring semester. Joanna reported the extensive drop list was created and there is a process it needs to go through. There was a hold up with Crafton wanting to send the list through their Academic Senate again. Valley did not have the same concerns, and it did go through the Academic Senate last year, but Joanna offered to bring it back to them again this year. For drop reasons, if a student said their reason was "Other" they could write in what their reason was. This feature has not been done yet and DSO has not responded to whether it can be done. If a student chooses "all that apply," we do not get a sense of what really made them drop out.</p> | <p><del>Joanna will bring the list back to the Academic Senate for review.</del></p> <p>Joanna will check with Andy Chang and TESS to see what the status is on the "Other" option and writing in an answer. She will report back to the group.</p> |
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|   | <p>Keenan asked if it is possible to look at classes that were dropped and identify what specific classes they were, then survey these students and reach out to them to see what their needs are and connect them with resources and programs. Dr. Rosas said yes, there are steps we can take.</p> <p>Amanda suggested holding events in the summer as there are students attending classes and no activities available to them.</p> <p>Keynasia reported that our campus life is lacking, and we need to see what can and should be done to make our campus more engaging. She asked if ASG can be part of this conversation. She also asked where the student fees go and April responded the student rep fee, ASG fee and BookSaver fees are the only opt outs. ASG gets \$1 of the student rep fee and \$7.50 per student every year. Ray shared they get around \$50,000 to \$70,000 per year.</p> |   |
| <p>3. Marketing Update – P. Bratulin</p>      | <p>Paul shared the latest Ad campaign from JP Marketing, which is the largest campaign we have ever had. We have theatre ads and alumni featured ads, which were very popular. We had a huge amount of website interaction.</p>   | <p>Paul will send the link to be attached to the Minutes.</p> |
| <p>4. SEP Update – C. Rodriguez/Dr. Rosas</p> | <p>Carmen reported we are setting up monthly meetings with the Student Equity Steering Committee; scheduling upcoming writing sessions to complete the Student Equity Plan and host an open forum in the spring to share findings and the progress of the Student Equity Plan. Carmen will continue to attend the SEPI webinars. We are working towards the goal to complete the plan in June as it is due in 2025.</p>   |   |
| <p>5. Accreditation Feedback – Dr. Humble</p> |   | <p>Tabled for the next meeting on October 8.</p>              |

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| 6. Equitable Pathways                 | Dr. Rosas reported on merging the Student Equity achievement group with Guided Pathways, Basic Skills and SSSP. We need to consolidate the work these committees are doing to eliminate the overlap of what is being done. This group will be smaller and will retain the Enrollment Management piece. The equity component will merge with the other groups and be called Equitable Pathways.  |  |
| 7. Guided Pathways Update-K. Giles    | Keenan reported on the Guided Pathways committee and how it focuses on the metrics. They continue to push the successful enrollment labs, the registration events with the priority groups, the supplemental efforts in intentional targeting and messaging to students to take advantage of the supports and resources.  |  |
| 8. Starfish CRM Update – K. Heilgeist |   | Tabled for October 8 meeting.                              |
| 9. BookSaver Program – Dr. Rosas      | Dr. Rosas reported on the BookSaver Task Force meeting. We had 4 students that shared some of their challenges, as well as representatives from the Library and Bookstore with their challenges. Research is being done on the use of Financial Aid funds students are awarded and permission is needed by the students to use some of their award to pay for their books. We need to go back to the FAQ's and make them clear and communicate them to the students. We also need training/ learning sessions for students, faculty, and staff. Rania can assist in getting this training in place. We are in the process of working out the kinks and trying to repair the program for spring semester | The FAQ's will be revised to make them clear for everyone. |

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|                                    | to eliminate some of the confusion. Rania asked about training sessions and when they will take place. Dr. Rosas stated these sessions need to be done in October since registration starts in November. April said we need to push instructors for no or low-cost books for students.    | Rania and Dr. Rosas will meet to discuss training sessions in October. |
| 10. Math 102 Follow Up – K. Giles  | Keenan stated this was previously the highest failed, highest dropped class on campus. Math has created multiple options and tied them to specific career and academic pathways, and we are looking at ways for students to easily look at math courses most appropriate for their major. |  |
| 11. Next Meeting – October 8, 2024 |   | Co-chairs will start the meeting.                                      |