

SBVC

Student Services Council

MINUTES

November 17, 2022

10:00 a.m.-11:00 a.m.

President's Conference Room - ADSS 207

Members:

Student Services Mission: To provide a system of support services that enhances student success and achievement of educational goals.

	A	P		A	P
Olivia Rosas, Interim VPSS		X	Maryum Malika	X	
Elaine Akers		X	Joseph Nguyen		X
Veada Benjamin		X	Justine Plemons		X
Larry Brunson	X		Deanne Rabon	X	
Dr. Raymond Carlos		X	Fermin Ramirez		X
Yancie Carter		X	Carmen Rodriguez		X
Marco Cota		X	Oscar Rodriguez		X
Michelle Crocfer	X		Ty Simpson	X	
April Dale		X	Shalita Tillman	X	
Priscilla De Loera		X	Michelle Tinoco		X
Joanne Hinojosa	X		Sam Trejo	X	
Kathy Kafela	X		Maria Trujillo	X	
Amanda Moody	X		Sharaf Williams	X	

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 10/27/2022 Minutes.	Oscar motioned to approve. Carmen seconded. Zero abstentions. Zero nays. Minutes approved as written.	
2. Spring 2023 Enrollment Update <ul style="list-style-type: none"> Phone banking/ Telemarketing Waitlist Process 	<p>Olivia shared that priority registration ends today, and open registration starts tomorrow through the 15th of January. We are at 3,156 headcount and 1,160 FTES. We will do our phone banking and telemarketing efforts. We have been working with IR to identify those students. The goal is to try to get them to finish their goal. We should get the report next week so that we can start the calls on November 18th.</p> <p>Olivia added that Dina provided a link for FAQs to the waitlist process.</p> <p>https://www.valleycollege.edu/admissions-records/admissions/waitlist.php</p> <p>The waitlist capacity is up to 20 students.</p>	
3. Marketing Campaign	Oliva provided an update relating to the marketing campaign. Paul mentioned that we are embarking on a campaign for spring. We are looking to continue billboards, announcements, emails, and texting. We are also looking to continue radio spots. We want to put our name out there as much as possible.	

<p>4. Student Services Monthly Programs</p>	<p>Olivia mentioned that there has been great activity since last month, including Accessibility Awareness Week, the fair, First-Gen Day, Native American event, and Hair Tails which will continue December 7th. We are going to ramp up our efforts with text, email, marquis, homepage announcement and flyers. Andrea made a suggestion that flyers should be available at each department for those who see students on a regular basis.</p> <p>April added that for the Hair Tales event that there was a good turnout. More RSVP'd than attended. We will be reaching out to those who didn't attend to let them know that we missed them and that we have another event December 7th. It was good conversation, and they were open to another session.</p> <p>Veada thanked Olivia for her support. She included that it was a great turnout and good community talk. It looks like they want to discuss more things as well. What better place? I'm looking forward to the next one.</p> <p>Olivia added that it's important that we support and learn. This is not only black women. It's very powerful to be in community and to use this experience as a learning moment. To really understand the concept of black hair and black hairstyles. That way everyone can learn and be a part of the community. I believe everyone can benefit from this opportunity.</p>	
<p>5. Student Equity Plan Update</p>	<p>Carmen provided an update. The team is working on finalizing the plan. Feedback is welcomed up until tomorrow. The deadline has been extended to December 15th.</p> <p>Carmen wanted to thank those who attended the Native American event.</p> <p>Olivia echoed the thank you for the Native American event.</p> <p>Also, Olivia recognized the core group of the Student Equity Plan for the good work.</p> <p>It goes to board in January or February as an information item.</p>	

<p>6. Student Services Building Update</p>	<p>Olivia added that partnership session was held to understand the structure and layout of the building. There will be another meeting on December 2nd. the meetings will be with focus groups from the divisions. Financial aid might be paired with admissions and records as an example. Any groups are not able on the 2nd can participate on December 5th.</p>	
<p>7. Website Overhaul</p>	<p>Olivia commented that one of the activities for tomorrow's students' services division meeting will be the website overhaul. The focus is on student services departments. We are trying to make it more eye friendly, attractive and user friendly. Teams were assigned to where everyone to offer input on departments outside of theirs.</p>	
<p>8. Area Updates</p>	<p>Yancie provided an update with regards to matriculation. They're working on making the enhancement updates to the guided self-placement for the math portion. Today, we are working on the new student orientation video.</p> <p>Yancie referred to Olivia with regards to the technical person that will be working on starfish. I think we are looking for a more technical person to work on the back end of starfish.</p> <p>Olivia answered that they are trying to mirror Christina's role from Crafton. The role would be not to do outreach, but it would be to track all the leads and prospects. They would enter the information into starfish. To do what Crafton is doing in terms of a communication plan for prospective students. We don't want to use funds for a CRM because Starfish has those capabilities.</p> <p>Olivia said that it was a good thing he brought it up because she wants to make sure they all have the same understanding. The goal is to follow the student from the point of interest to the matriculation.</p> <p>Marco added that he spoke with Sharaf, and they came up with the job description for a person who would be doing some backend work and are part of the outreach. The information has been forwarded to HR and they are working on seeing if they could create a job description.</p>	

	<p>Olivia mentioned that this job description has been in the making for 8 months. We're hoping this is something that comes to fruition sooner than later.</p> <p>Olivia mention that day of service will be December 17th. we will be looking for volunteers. We will be partnering with an outside organization.</p> <p>Olivia noted that Student Health Services will be distributing COVID-19 at home tests available January for students and staff. There will also be tests available in the library.</p> <p>Fermin announced that they will have financial aid workshops on Fridays running through December up until finals and begin again in January. They will be holding scholarship workshops also.</p> <p>Ray Carlos included that Oscar Rodriguez has been working with the Dreamers Club to reserve B100 for World Cup viewings. More to come.</p> <p>Justine added that the outreach team has on and off campus community events coming up. Outreach finally have our outreach van. She also included that there is additional funding which allows us to adopt local elementary schools and a middle school within our community. Outreach provided bags of color for Mount Vernon Elementary to do their color run. The outreach team will go out there for the color run and continue to foster relationships with the community.</p>	
<p>9. Other Items</p>	<p>None.</p>	
<p>10. Adjourn – Next Meeting will be December 15, 2022,</p>	<p>Meeting adjourned.</p>	