

SBVC

Enrollment Management & Student Equity

May 14, 2024

1:00-2:00 p.m.

Zoom Only: <https://sbccd-edu.zoom.us/j/97183078647>

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

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 4/9/2024 Minutes	Yvonne Beebe moved; Keenan Giles seconded. Motion passed to approve the April 9, 2024 minutes as written.	
2. Spring 2024 Enrollment – Dr. Humble	Dr. Rosas reported we are doing very well with summer and fall registrations. We are on track to meet our target. Gabriel shared efforts are paying off as we currently have 467 for summer and last year at this time, we only had 75 so this is a major improvement. We are exceeding our internal and district targets.	
3. Marketing Update – P. Bratulin	Marketing has been running several campaigns with the biggest one, JP Marketing, we are happy with as they produce high quality ads. Motomatic is our secondary campaign.	

	<p>Facebook is aged so our target audience is not there any longer. We are more integrated with Instagram and Twitter, but TikTok is really working well for us. We have launched the first Spanish language social media platform in colleges on TikTok and YouTube. The response is very enthusiastic.</p> <p>Paul reported on data pulled from the CCCApply survey. Students were asked how they heard about the college. For Spring 2024, students stated high school visits (outreach), counselors, family and friends by word of mouth and the marketing/advertising website as most prevalent.</p> <p>We have started exploring our Starfish CRM and integrating collected data in marketing with CRM's abilities to target specific students and move them through the matriculation goals.</p> <p>Books+ has been extended through the summer but will be replaced with a book rental program in the fall semester.</p> <p>Summer Fest is on July 6, which is a major community event that generates a lot of interest in the campus.</p>	<p>More information to come.</p> <p>This information will be sent out so all students and staff will be made aware of the change.</p> <p>If you would like to be part of this event, reach out to Paul.</p>
<p>4. SEP Update – C. Rodriguez/Dr. Rosas</p>		<p>Tabled until next meeting.</p>
<p>5. Accreditation Feedback – Dr. Rosas/Dr. Humble</p>		<p>Tabled until next meeting.</p>
<p>6. Guided Pathways Update-K. Giles</p>	<p>Keenan reported on Guided Pathways and stated it should be embedded into the work of the Student Equity Plan.</p>	<p>Successful enrollment labs have been taking place all year on Tuesdays and are extended now Tuesdays thru Thursdays so there are in person services.</p>

	<p>The Equity Plan has 5 metrics and Guided Pathways has 10, with the first five being identical to the Equity Plan.</p> <p>Guided Pathways is going to work more towards the use of a universal language that connects the efforts to the metrics in a lot of areas.</p>	<p>Math 102 will be followed up by Dr. Humble and Michelle will report on Ask a Counselor statistics at the next meeting.</p>
<p>7. Next Meeting – May 28, 2024</p>		