

# SBVC

## Enrollment Management & Student Equity

October 8, 2024

MINUTES

1:00-2:00 p.m.

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

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 9/24/2024 Minutes  | Joanna Oxendine moved; Pavel Bratulin seconded. Abstentions were noted for Dr. Humble; Michelle Tinoco; Mary Valdemar; Kristina Heilgeist and Christie Gabriel. Minutes approved with correction.                                                                                                                                                                                                                                          | Page 2 under Enrollment, remove "Joanna will bring the list back to the Academic Senate for review." |
| 2. Enrollment Update – Dr. Humble | The enrollment update was provided with a total head count of over 14,000 and FTE's this fiscal year has a target of 10,402. Right now, we are anticipated to come in at the end of this fiscal year, we are anticipating 10,542, which puts us about 140 FTE's over our District target. We are looking at spring registration which will start November 4 for Priority A. Schedules are up already. Scheduling rooms is a little behind. |                                                                                                      |

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|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
|                                                          | <p>We are transitioning to the compressed calendar in August and will begin August 25. It will be a little different and is a 16-week compressed calendar. Department Chairs will have to re-do some of their calculations for the class meeting times. Rania added this does not affect in-service or flex days and there is no winter session. Dr. Humble shared the compressed calendar draft for 2025-26.</p>                                                                                                                                                                                                                                                                                                                                                                                                                               | <p>Dr. Humble will get the term length multiplier to everyone.</p> |
| <p>3. Mid-Term Report – Dr. Humble</p>                   | <p>The mid-term report has been approved by the Academic Senate, Accreditation Committee and will go to College Council and will be board approved this week. This is our check-in with ACCJC. We will begin working on our Institutional Self Evaluation report next week.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>The final draft will be attached to the Minutes.</p>            |
| <p>4. Starfish CRM Update – K. Heilgeist (Tentative)</p> | <p>Kristina reported Outreach used virtual kiosks for prospective students with a QR code they took to the high schools. We can actually give students a Starfish account before they apply to college. With this code they are able to track if and when they apply to college and gives the ability to communicate with potential students before they apply. Then, if and when they apply, it will merge their student record with that contact card and we are able to track better.</p> <p>We can also identify, through Starfish, Priority Registration groups and can send out flyers to each group 1-3 days before their priority registration begins, they will get an associated text message, and a reminder is added to their student calendar. The system automatically sends a message if the student has not registered yet.</p> |                                                                    |

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|                               | <p>This was first piloted in Spring 2024, and we are seeing an increase in students registering. Automated flags have increased from 40 courses in spring to 350 courses in the fall semester, so we are seeing growth. Flags are for inactivity, missing assignments, low grades, etc. as per the instructor's parameters.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>If there are faculty interested in the automated flags, they can contact Kristina Heilgeist.</p> <p>Starfish Progress Survey Open Lab on October 14 in LIB 109 from 9-11:00am.</p> |
| <p>5. Other Updates – All</p> | <p>Dr. Oxendine reported on drop reasons and her follow up with TESS. Even with the new Self Service, we are limited to 25 characters or less and this was the hold-up for this past fall. We have worked to take the original reasons and condensed them now to 25 characters or less without losing the meanings that we need to try and better understand why the students are dropping classes. In Spring 2025 with these revised reasons, they will be input into Self Service, and we will be able to begin using them. Our data will be more accurate so we can better support our students.</p> <p>Keenan shared a flyer for Spring 2025 registration with block parties and enrollment labs.</p> <p>April reported they are working to get summer and fall applications open to high school students. Priority B block party in collaboration with athletics on Thursday and Friday, November 7 and 8. Valley Bound applications for 2025-26 will be open on November 1. Grad Fest will be held tomorrow online only from 1-6:00 pm. Next week is the Undocumented Student Action Week. Veteran's Day Festival is November 12.</p> |                                                                                                                                                                                       |

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| 6. Next Meeting: October 22, 2024 |  |  |