



Districtwide Enrollment Management Subcommittee

Meeting Minutes – February 6, 2023, 2:00 p.m.

Via Zoom: <https://sbccd-edu.zoom.us/j/84294078019?from=addon>

	Present	Absent		Present	Absent
Nohemy Ornelas	X		Delmy Spencer	X	
Christopher Crew	X		Davena Burns Peters		X
Luke Bixler	X		Amber Martin	X	
Angel Rodriguez		X	Kevin Palkki		X
Larry Strong	X		Joshua Milligan	X	
Steve Sutorus		X	Leslie Swindell	X	
Linda Fontanilla (Interim)	X		Joanna Oxendine	X	
Kevin Horan	X		Gio Sosa	X	
Tenille Norris (Interim)	X		Paul Bratulin	X	
Mike Strong	X		Michelle Riggs	X	
Dina Humble	X		Heather Ford	X	
Keith Wurtz	X		Nelva Ruiz-Martinez Proxy Dyami Ruiz-Martinez		X
Scott Thayer		X	Connie Leyva	X	

Guest: Kelly Goodrich, DyAnn Walter, Vanessa Thomas, Romana Pires

I. CALL TO ORDER

N. Ornelas called the meeting to order at 2:00 p.m.

II. WELCOME

N. Ornelas welcomed the subcommittee members.

III. ECA OVERVIEW

L. Strong presented the Enrollment Strategies and Emergency Conditions Allowance Update. The impact to SBCCD approximately \$5 million from the State. SBCCD gets funded on FTES. We have been protected, but that will terminate. 70% of funding based on FTES outcomes and the 30% is performance based.

SCFF – Student Center Funding Formula

IV. FTES PROJECTIONS

C. Crew reported we are currently 83% of the FTES target achievement. Summer is broken into two components. Summer is July 1 – June 30. Summer one include July and August. Summer two is June.

K. Horan recommended tracking the trend in late start/short term classes.

V. SUBCOMMITTEE GOALS/PURPOSE

N. Ornelas reported making sure we are meeting the intent of why we are meeting. K. Horan recommended the translation in differences in revenue so the colleges can use that in their planning efforts. K. Wurtz

suggested that a process that each college markets programs to students. P. Bratulin commented both campuses have the same committee, is there a need to connect those through this subcommittee?

D. Humble recommended looking at each college data since we are in a situation of the termination of the ECA and this can have an impact on both colleges.

R. Pires recommended how can we facilitate experimental classes. How much flexibility is there?

L. Fontanilla recommended at some point it will be imperative to look at the data progress of each college. Would like to have information from the state that might assist in enrollment management support.

C. Leyva recommended comparing to private and for-profit schools. N. Ornelas commented that marketing/advertising is a part of this process. C. Crew recommended paying attention and highlight the quality of education is no different than at a 4-year. We have 21 years of data available and can implement specific models.

VI. MEMBERSHIP

N. Ornelas reviewed the Chancellor's Council structure and the reporting of this committee. N. Ornelas reviewed the membership.

P. Bratulin recommended inviting the enrollment directors

D. Spencer recommended director of outreach and educational partnerships.

D. Humble recommended faculty chair representatives

R. Pires recommended having an open committee and not limit to a membership. N. Ornelas commented this is an open meeting.

R. Pires recommended extending this invitation to community constituencies. N. Ornelas commented this may evolve into something larger.

VII. MEETING DATES/TIMES

N. Ornelas reported this subcommittee will meet twice/month.

VIII. NEXT MEETING

Next Meeting: in two weeks via Zoom.

ADJOURNMENT

Meeting adjourned at 2:58 p.m.

Final meeting minutes approved by DEMS _____, 2023

Heather Ford, Senior Executive Administrative Assistant
SBCCD, Office of the Chancellor
Committee Support