



Districtwide Enrollment Management Subcommittee

Meeting Minutes – April 4, 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
Shalita Tillman	X		Joe Cabrales	X	
Rejoice Chavira	X		Corrina Baber		X

Guest: Lauren Aycock, Myung Koh, Willie Blackmon, John Stanskas, Keith Wurtz,, Denise Knight (28)

I. CALL TO ORDER

N. Ornelas called the meeting to order at 2:02 p.m.

II. CONSENSUS APPROVAL OF MINUTES

L. Fonitlla noted a correction needed on SBVC Campus Updates to reflect 100 students, not 1,00.
03-27-2023 Minutes were approved with the correction by consensus.

III. ENROLLMENT UPDATE

C. Crew reported 12,081 FTES, which puts the District at 93% of its targeted goal of 12,939 FTES.

IV. STUDENT-CENTERED FUNDING FORMULA OVERVIEW

L. Strong presented the Student Centered Funding Formula [PowerPoint Presentation](#).
The presentation goes into detail on the current formula we use to calculate FTES as briefly broken down below: **Note: District previously was funded at the SB351 Model.*

Section 1- Basic Allocation

Qty x Rate = Revenue

Section 2- FTES

Credit Qty x Rate = Revenue

The state allocates credit per FTES section based on a 3-year average.

N. Ornelas pointed out that there are different rates depending on the type of FTES, which has been discussed in previous discussions and of which should be taken into consideration moving forward.

C. Crew added that high school students are only counted at a 10% rate.

Section 3 - Supplemental Allocation

Point Value (Dependent on Qty) x Points = Rate

Qty x Rate = Revenue

Questions:

S. Tillman inquired as to whether AB540 Students also included undocumented students, which C. Crew confirmed that those students were included.

J. Stankas requested clarity of credit enrollment- L. Strong to take note of for the future.

R. Chavira believed that program recipients' numbers would be higher than the quantity being reported and so asked to know if program counts also represent students that utilized the program on a yearly basis or per semester.

P. Bratulin shared previous data from SBVC reflected that 97% of students are covered by financial aid and do not have to pay anything out of pocket

N. Ornelas clarified that some Pell Grant applicants may apply and qualify initially but can lose eligibility down the road depending on the student's enrollment status.

P. Bratulin asked whether the Funds are sent to the college or the district. -Sent to District for all students

L. Fontanilla shared that it is not uncommon to see a yield of only 40-50% of students that apply, go through the entire process, and receive financial aid benefits. We see many more students enroll than attend. Which is a similar comparison.

D. Spencer would like to work together to be able to present more accurate information and maintain data integrity, which we should all work together on.

Section 4- Success

Point Value x Points = Rate

Qty x Point Value = Revenue

N. Ornelas added that we have confirmation of the push for associate degrees for transfer that has a larger point value.

L. Fontanilla pointed out that this is an example of why we should not be stuck on the formal and which at times will reflect more FTES than we will get credit for.

V. STARFISH UPDATE

O. Nohemy requested that this update be tabled for the next meeting in lieu of S. Thayer's absence. The request was approved by Consensus.

VI. CAMPUS UPDATES

A. SBVC

D. Humble reported being right on target at 9002 FTES, which is 8.55% over last year. FTES reflects current numbers that factor in positive attendance, later starters, and summer sessions

D. Humble took a moment to thank everyone for their efforts on this accomplishment as the current target was not reflected two weeks ago. This was due in large part to aiding students to enroll in their classes. There is confidence that Target FTES will be exceeded with the implementation of Starfish to aid in early alerts for student retention.

B. CHC

K. Wurtz reported that for the first time, there is an increase in enrollment since the pandemic. There is a new program rolling out based on a 2-year schedule for enrollment for 2024.

D. Spencer reported that CHC has finalized an inside track program to reach out to those that dropped out in the last 2 years to encourage students to re-enroll. CHC will also be reaching out to those that have standing dues and take care of that through the Care Act with the goal of bringing those students back for the summer session. There are also efforts in reaching out to students currently enrolled in 6 units or less to encourage them to take on more courses. Lately, there is excitement towards the Express enrollment event on June 3rd, which is another 1st since the pandemic.

Next meeting: There will be a collaborative effort in creating a list of strategies that have been and can be used across the district to increase student enrollment.

VII. FUTURE AGENDA ITEMS

- A. Presentation from Marketing Teams to review strategies currently being implemented to increase enrollment.

VIII. NEXT MEETING

Next Meeting: April 17, 2023, at 2:00 p.m. (every other Monday via Zoom)

ADJOURNMENT

Meeting adjourned at 3:00 p.m.

Daniella Esparza, Senior Executive Administrative Assistant
SBCCD, Educational & Student Support Services
Committee Support