San Bernardino Community College District
Districtwide Enrollment Management Subcommittee
April 17, 2023
2:00 pm-3:00 pm Pacific Time

I. **Welcome**
(Nohemy Ornelas)

II. **Consensus Approval of Minutes**
(Nohemy Ornelas)
   A. 04-03-2023 DEMS Meeting Minutes

III. **Enrollment Data Update**
(Christopher Crew)
   SBCCD Data

   CCCCO Data

   SBCCD Data vs CCCCO Data

IV. **Starfish Update**
(Scott Thayer)

V. **Campus Updates**
   A. SBVC
   B. CHC

VI. **Future Agenda Items:**
   A. Feedback from campuses on the enrollment dashboard.
   B. Overview of Enrollment Funnel
   (Luke Bixler)
      1. L. Bixler to present at Student Services Council
   C. May 1st - Retention strategies - Marketing enrollment presentation update (CHC, SBVC, DSO)
   D. May 1st - Budget and Enrollment Connections - Jose Torres

VII. **Next Meeting**
   A. May 1, 2023 at 2:00 p.m. (every other Monday)
   Via Zoom

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. Stanskas 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

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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 facture 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

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  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

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SAN BERNARDINO **COMMUNITY COLLEGE DISTRICT**

SBCCD Unduplicated Headcount Change from FA19 to FA22

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	% Change FA19 to FA21	% Change FA21 to FA22	Total % Change FA19 to FA22
SBCCD Headcount	21,428	17,790	15,504	16,019	-27.6%	3.3%	-25.2%
Female	12,254	10,742	9,207	9,248	-24.9%	0.4%	-24.5%
Male	9,115	7,012	6,247	6,703	-31.5%	7.3%	-26.5%
African American	1,834	1,475	1,286	1,375	-29.9%	6.9%	-25.0%
Asian	740	654	598	571	-19.2%	-4.5%	-22.8%
Filipino	315	294	239	229	-24.1%	-4.2%	-27.3%
Hispanic	13,657	11,256	9,868	10,303	-27.7%	4.4%	-24.6%
Native American	45	33	26	35	-42.2%	34.6%	-22.2%
Pacific Islander	56	40	35	46	-37.5%	31.4%	-17.9%
White Non-Hispanic	3,630	3,096	2,686	2,719	-26.0%	1.2%	-25.1%
Two or more races	830	737	635	629	-23.5%	-0.9%	-24.2%
Other/Unknown	321	205	131	112	-59.2%	-14.5%	-65.1%
19 and less	6,303	5,386	4,490	4,873	-28.8%	8.5%	-22.7%
20 to 24	6,823	5,399	4,692	4,533	-31.2%	-3.4%	-33.6%
25 to 34	5,283	4,504	3,938	3,904	-25.5%	-0.9%	-26.1%
35 to 44	1,851	1,615	1,498	1,632	-19.1%	8.9%	-11.8%
45 to 54	748	640	599	691	-19.9%	15.4%	-7.6%
55 to 64*	319	199	233	287	-27.0%	23.2%	-10.0%
65 and up	101	47	54	99	-46.5%	83.3%	-2.0%
Non-DSPS	20,381	17,047	14,781	15,237	-27.5%	3.1%	-25.2%
DSPS	1,047	743	723	782	-30.9%	8.2%	-25.3%

*Note: This age category was missing from CCCCO's Preliminary System Headcount Change Report and has been added to SBCCD's Report.

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

CCCCO Systemwide Report with Amended Age Category

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	% Change FA19 to FA21	% Change FA21 to FA22	Total % Change FA19 to FA22
Systemwide Headcount	**1,562,038**	**1,341,973**	**1,251,130**	**1,280,918**	**-19.9%**	**2.4%**	**-18.0%**
Female	850,681	765,543	693,880	695,431	-18.4%	0.2%	-18.3%
Male	688,499	557,691	535,799	558,020	-22.2%	4.1%	-19.0%
African American	84,180	70,428	65,935	69,406	-21.7%	5.3%	-17.6%
Asian	164,519	140,956	128,574	129,038	-21.8%	0.4%	-21.6%
Filipino	43,213	38,501	33,622	31,524	-22.2%	-6.2%	-27.0%
Hispanic	744,353	642,455	601,725	635,962	-19.2%	5.7%	-14.6%
Native American	5,578	4,495	4,092	4,314	-26.6%	5.4%	-22.7%
Pacific Islander	6,157	5,580	4,984	4,973	-19.1%	-0.2%	-19.2%
White Non-Hispanic	363,640	324,328	300,113	293,754	-17.5%	-2.1%	-19.2%
Two or more races	58,156	56,665	52,913	53,749	-9.0%	1.6%	-7.6%
Other/Unknown	92,242	58,565	59,172	58,198	-35.9%	-1.6%	-36.9%
19 and less	468,726	429,051	403,827	442,506	-13.8%	9.6%	-5.6%
20 to 24	445,828	383,961	341,048	331,187	-23.5%	-2.9%	-25.7%
25 to 34	318,755	283,813	257,532	246,757	-19.2%	-4.2%	-22.6%
35 to 44	139,707	117,489	119,105	122,369	-14.7%	2.7%	-12.4%
45-54	80,670	60,532	61,564	64,340	-23.7%	4.5%	-20.2%
55 to 64*	61,173	35,920	36,164	39,507	-40.9%	9.2%	-35.4%
65 and up	47,179	31,207	31,890	34,252	-32.4%	7.4%	-27.4%
Non-DSPS	1,439,386	1,243,977	1,161,631	1,196,541	-19.3%	3.0%	-16.9%
DSPS	122,652	97,996	89,503	84,374	-27.0%	-5.7%	-31.2%

*Note: The original report was missing an age category. SBCCD calculated the age group "55 to 64" by subtracting the sum of all other age categories from the Systemwide Headcount value (per each Fall term).

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CCCCO Systemwide and SBCCD Unduplicated Headcount Change from Fall 2019 to Fall 2022

	Fall 2019		Fall 2020		Fall 2021		Fall 2022		% Change FA19 to FA21		% Change FA21 to FA22		Total % Change FA19 to FA22	
	State	SBCCD	State	SBCCD	State	SBCCD	State	SBCCD	State	SBCCD	State	SBCCD	State	SBCCD
Headcount	1,562,038	21,428	1,341,973	17,790	1,251,130	15,504	1,280,918	16,019	-19.9%	-27.6%	2.4%	3.3%	-18.0%	-25.2%
Female	850,681	12,254	765,543	10,742	693,880	9,207	695,431	9,248	-18.4%	-24.9%	0.2%	0.4%	-18.3%	-24.5%
Male	688,499	9,115	557,691	7,012	535,799	6,247	558,020	6,703	-22.2%	-31.5%	4.1%	7.3%	-19.0%	-26.5%
African American	84,180	1,834	70,428	1,475	65,935	1,286	69,406	1,375	-21.7%	-29.9%	5.3%	6.9%	-17.6%	-25.0%
Asian	164,519	740	140,956	654	128,574	598	129,038	571	-21.8%	-19.2%	0.4%	-4.5%	-21.6%	-22.8%
Filipino	43,213	315	38,501	294	33,622	239	31,524	229	-22.2%	-24.1%	-6.2%	-4.2%	-27.0%	-27.3%
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Native American	5,578	45	4,495	33	4,092	26	4,314	35	-26.6%	-42.2%	5.4%	34.6%	-22.7%	-22.2%
Pacific Islander	6,157	56	5,580	40	4,984	35	4,973	46	-19.1%	-37.5%	-0.2%	31.4%	-19.2%	-17.9%
White Non-Hispanic	363,640	3,630	324,328	3,096	300,113	2,686	293,754	2,719	-17.5%	-26.0%	-2.1%	1.2%	-19.2%	-25.1%
Two or more races	58,156	830	56,665	737	52,913	635	53,749	629	-9.0%	-23.5%	1.6%	-0.9%	-7.6%	-24.2%
Other/Unknown	92,242	321	58,565	205	59,172	131	58,198	112	-35.9%	-59.2%	-1.6%	-14.5%	-36.9%	-65.1%
19 and less	468,726	6,303	429,051	5,386	403,827	4,490	442,506	4,873	-13.8%	-28.8%	9.6%	8.5%	-5.6%	-22.7%
20 to 24	445,828	6,823	383,961	5,399	341,048	4,692	331,187	4,533	-23.5%	-31.2%	-2.9%	-3.4%	-25.7%	-33.6%
25 to 34	318,755	5,283	283,813	4,504	257,532	3,938	246,757	3,904	-19.2%	-25.5%	-4.2%	-0.9%	-22.6%	-26.1%
35 to 44	139,707	1,851	117,489	1,615	119,105	1,498	122,369	1,632	-14.7%	-19.1%	2.7%	8.9%	-12.4%	-11.8%
45 to 54	80,670	748	60,532	640	61,564	599	64,340	691	-23.7%	-19.9%	4.5%	15.4%	-20.2%	-7.6%
55 to 64*	61,173	319	35,920	199	36,164	233	39,507	287	-40.9%	-27.0%	9.2%	23.2%	-35.4%	-10.0%
65 and up	47,179	101	31,207	47	31,890	54	34,252	99	-32.4%	-46.5%	7.4%	83.3%	-27.4%	-2.0%
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DSPS	122,652	1,047	97,996	743	89,503	723	84,374	782	-27.0%	-30.9%	-5.7%	8.2%	-31.2%	-25.3%

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