



Districtwide Enrollment Management Subcommittee

Meeting Minutes – April 17, 2023, 2:00 p.m.

Via Zoom: <https://sbccd-edu.zoom.us/j/83149994595?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 Proxy Karen Peterson		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: Myung Koh, Lauren Aycocock, John Stanskas, Robert McAtee

I. CALL TO ORDER

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

II. CONSENSUS APPROVAL OF MINUTES

Minutes from the 04/03/2023 meeting were approved with minor corrections by consensus.

III. ENROLLMENT UPDATE

C. Crew presented the FTES Dashboard, which reflected a total of 12,041 FTES towards the goal of 12,939 FTES. It was important to note that the dashboard was created with accessibility in mind so that all those that benefit from viewing the enrollment data can do so in real time. The added benefit of the dashboard is the ability to set targets, track those targets, and compare the data to previous years. In doing this, we can see future & current trends that will allow us to gain insight into student needs and what actions need to be taken to further educational efforts. The district's headcount is currently lower than that of the States.

N. Ornelas notified everyone that the FTES Dashboard will soon be made available.

IV. STARFISH UPDATE

N. Ornelas requested that this update be tabled for a future meeting. The request was approved by Consensus.

V. CAMPUS UPDATES

A. SBVC

L. Fontanilla shared that SBVC is currently on target to reach its goal of 9002 FTES and is excited to use the FTES Dashboard which will more accurately capture their headcount and their overall goals. The fluidity of their daily headcount continues to be a challenge. SBVC also has positive attendance that is not easily captured.

D. Humble shared SBVC is up in student headcount than it was a year ago.

B. CHC

D. Spencer shared that next Friday is Senior Day and is excited to welcome high school students to meet faculty, tour the campus and learn more about the school's offerings. The CHC website has also been updated to include a frequently asked questions section and information on textbook rentals.

N. Ornelas shared that there is a lot of collaboration currently taking place to align technology in support of faculty, staff, and students. One example of these efforts has been in the potential implementation of CourseDog's additional integrated offerings. D. Humble noted that CourseDog has a user-friendly interface, has good scheduling capabilities, and great resources for those on the facilities team.

C. Crew reminded everyone that there is a Fact Book available on the SBCCD Website that is updated annually and contains statistical information and historical data.

[SBCCD Fact Book](#)

VI. FUTURE AGENDA ITEMS

- A. May 1st - Starfish Update (*Scott Thayer*)
- B. May 1st - Retention strategies - Marketing enrollment presentation update (CHC, SBVC, DSO)
- C. May 1st - Budget and Enrollment Connections - Jose Torres
- D. Feedback from campuses on the enrollment dashboard.
- E. Review of new legislation in childcare (students/employees) and what colleges are doing to support this legislation.
- F. Overview of Enrollment Funnel (*Luke Bixler*)
 1. L. Bixler to present at Student Services Council

VII. NEXT MEETING

Next Meeting: May 1, 2023, at 2:00 p.m. (every other Monday via Zoom)

ADJOURNMENT

Meeting adjourned at 2:43 p.m.

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