



Districtwide Enrollment Management Subcommittee

Meeting Minutes – May 1, 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: Executive Vice Chancellor Jose Torres, Dr. Ariel Davis, Myung Koh, Lauren Aycock, Robert McAtee, Samantha Homier, Stephanie Lewis, Willie Blackmon

I. CALL TO ORDER

N. Ornelas called the meeting to order at 2:01 p.m.

II. CONSENSUS APPROVAL OF MINUTES

Minutes from the 04/17/2023 meeting was approved by consensus.

Abstentions: J. Oxendine

III. Budget and Enrollment Connection- Executive Vice Chancellor Jose Torres

J. Torres provided an overview of the student-centered funding formula (SCFF) which is intended to fund the district according to enrollment levels, student socioeconomic status, and student success. SBCCD Fiscal Year 2022-22 is under funding option 2, which is the Emergency Conditions Allowance (Year-to-year). This option allows for the district to not lose FTES apportionment as a result of an emergency or extraordinary condition.

Key takeaways:

The District's goal is to fall under option 1, which is total computational revenue based on SCFF. This allows for the State Chancellor's Office to provide funding based on the new SCFF which would include Full-time Equivalent Students (FTES), Supplemental, and Student Success metrics. To accomplish this goal, a yearly

increase in FTES based on current projections is needed in order to reach the new SCFF cap. This goal will allow the district to recover from the 24% loss of enrollment that occurred during COVID. The new FTES cap is based on a 3-year average, which is composed of the actual data from the current year and the previous 2 years.

The Unrestricted General Fund 5-Year Forecast reflects the gradual increase in revenue that would be received based on the option 1 model if we continue to increase enrollment numbers.

Key factors for increasing enrollment:

- Encourage students to complete their FASFA Application.
- Automatically awarded transfer degrees or have a system in place to assist students in tracking that progress.
- Continue to encourage students to complete their classes and reach out to those that are at risk in order to be able to provide additional support.
- Monitor waitlist students during enrollment.
- Positive Attendance Rosters should be submitted.

IV. Retention Strategies- Marketing Enrollment Presentation Update (CHC, SBVC, DSO)

A. Rodriguez reported on the Fall 2022 Marketing Campaign, which included Social Media Ads, Google Ads, Text Messaging, Billboards, and Digital trucks in high-traffic locations. Marketing was focused on a call to action and information about student resources. Marketing Analytics shows the positive results that have flourished from the Social Media Campaigns throughout all platforms, which have performed better than the industry average.

M. Riggs and P. Bratulin reported on the Spring/Summer 2023 Campaign which includes many of the same efforts but is also focusing on retention, particularly pertaining to stop-out students. Websites are being updated to showcase free tuition and books for the summer. Marketing materials are being created in multiple languages and a postcard mailer campaign is currently in the works.

V. Enrollment Data Update

Tabled for the next meeting.

VI. Starfish Update

Tabled for the next meeting.

VII. CAMPUS UPDATES

A. SBVC

Tabled for next meeting.

B. CHC

Tabled for next meeting.

VIII. FUTURE AGENDA ITEMS

- A. Overview of Enrollment Funnel (*Luke Bixler*)
 - 1. L. Bixler to present at Student Services Council

IX. NEXT MEETING

Next Meeting: May 15, 2023, at 2:00 p.m. (every other Monday via Zoom)

ADJOURNMENT

Meeting adjourned at 3:05 p.m.

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

DRAFT