



Districtwide Enrollment Management Subcommittee

Meeting Minutes – May 15, 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: Dr. Ariel Davis, Myung Koh, Lauren Aycock, Robert McAtee, Samantha Homier, Stephanie Lewis, Willie Blackmon, Mr. Ramirez

I. CALL TO ORDER

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

II. CONSENSUS APPROVAL OF MINUTES

Minutes from the 05/01/2023 meeting were approved by consensus.

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

In summation, COVID-19 one-time relief funds from 2022 are currently being utilized for district-wide enrollment marketing efforts as outlined in the presentation made during the last meeting. Mr. Ramirez inquired as to whether those funds could also be used for college-specific marketing efforts and proposed the update of student surveys. Mr. Ramirez will follow up with Angel & ED SSS for further information and support.

A. Summer Free Tuition Program

Students are encouraged to reach out to student services if assistance is needed with fees that are not covered under the Summer Free Tuition Program. Some funding sources are available and include college foundations, financial aid, and grants. The district will not disenroll students for failure to pay those enrollment fees to allow time for students to address these fees.

Student Resource: SBVC General email - FAID@valleycollege.edu

B. Student Feedback

C. Crew recommended that current and past students be interviewed to obtain data that will aid in bettering our offerings, resources, and services.

C. Master Calendar of Events

S. Lewis shared an encounter with a student who was not aware of campus events nor where to look for that information. This reflected the importance of student's awareness of campus events to keep them engaged and invested. The Master Calendar should also be integrated into Canvas for increased visibility for the students. This integration will be reviewed by TESS.

SBVC- <https://www.valleycollege.edu/calendar/>

CHC- <https://www.craftonhills.edu/calendar/>

IV. Review Spring 2023 Goals

No comments or questions were shared on the 2023 Goals at this time.

V. Enrollment Data Update

C. Crew shared that we are 96% toward our FTES target and foresee meeting and possibly exceeding our goal.

R. McAtee expressed the importance of AB 132 which will now require HS Students to complete the FASFA application.

VI. Starfish Update

S. Thayer shared the many efforts that are being made at SBVC to learn and implement all the capabilities that Starfish has to offer to maximize the opportunity to better track students. Technological efforts include an application that will facilitate mentorship through a technological platform that matches mentors and mentees. This will assist satisfying the mentoring component of programs and in the long run provide metrics to better those programs.

VII. CAMPUS UPDATES

A. SBVC

D. Humble provided an enrollment update and anticipates meeting their target. There has been a successful summer enrollment and an increase in outreach and events for students.

B. CHC

K. Horan provided no update at this time.

VIII. FUTURE AGENDA ITEMS

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

IX. NEXT MEETING

TBD (Fall 2023), at 2:00 p.m. (every other Monday via Zoom)

ADJOURNMENT

Meeting adjourned at 3:02 p.m.

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