



Districtwide Enrollment Management Subcommittee

Meeting Minutes – September 11, 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 Proxy Ernest Guillen	X	

Guest: Willie Blackmon and Stephanie Lewis

I. CALL TO ORDER

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

II. CONSENSUS APPROVAL OF MINUTES

Minutes from the 5/15/2023 meeting were approved by consensus.

Abstentions: Michelle Riggs

III. REVIEW ORGANIZATION AND CHARGE

A. ORGANIZATION CHARGE

No comments or updates made by the committee at this time.

B. COMMITTEE RESPONSIBILITIES

Bullets 3 & 5 were reviewed, and changes to bullet 5 were proposed to create more distinction between the two responsibilities as it was discussed that both capture the same efforts.

Proposed language for bullet 5:

Identify ways to support campus enrollment management efforts and effectively integrate emerging

technologies.

C. SPRING 2023 GOALS

Existing goals will remain to support ongoing efforts.

New goals for 23/34 pertaining to enrollment strategies will be proposed in the next meeting.

ACTION ITEM: Committee members are to put together an inventory of technology, management software, and strategies that are being utilized towards enrollment to share in the next meeting.

IV. ENROLLMENT DATA UPDATE

C. Crew shared an enrollment snapshot as of September 6, 2023, which reflects current and past years' data. This chart is a representation of the information that will be made accessible in the dashboard when it becomes available. It was noted that the increase in enrollment reflects the success of the marketing efforts and enrollment strategies currently being implemented.

V. CAMPUS UPDATES

A. SBVC

P. Bratulin reported that a Spring Campaign with JP Marketing is in the works, as well as two initiatives to improve retention and increase registration. Initiative One – 15 to Finish, which encourages students to take 15 credits to graduate on time, and Initiative Two – which motivates students to add another class to enter a prize. KVCR is working with the marketing team on PSAs targeting student families in hopes they pass along the information to their students.

B. CHC

K. Wurtz reported enrollment is 6% above the target for the year.

VI. FUTURE AGENDA ITEMS

- A. Review enrollment data and identify trends.
- B. Enrollment Management 101 – K. Wurtz to work with G. Sosa, J. Oxendine, and C. Crew on a presentation for a future meeting.
- C. Enrollment Dashboard Presentation.

VII. NEXT MEETING

The committee agreed by consensus that meetings will now be held on a monthly basis. Current meeting dates and times conflict with other committee meetings. Therefore, the next meeting is to be rescheduled accordingly.

ADJOURNMENT

Meeting adjourned at 2:50 p.m.

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