



# Districtwide Enrollment Management Subcommittee

Meeting Minutes – October 05, 2023, 3:00 p.m.

Via Zoom: <https://sbccd-edu.zoom.us/j/83149994595?from=addon>

	Present	Absent		Present	Absent
Nohemy Ornelas	X		Delmy Spencer Proxy Ivan Pena	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:

## I. CALL TO ORDER

N. Ornelas called the meeting to order at 3:03 p.m.

## II. CONSENSUS APPROVAL OF MINUTES

[Minutes](#) from the 9/11/2023 meeting were approved by consensus.

## III. REVIEW AND APPROVAL OF 2023-24 ORGANIZATION RESPONSIBILITIES AND GOALS

[2023-24 Organization Responsibilities and Goals](#) were reviewed and approved by consensus.

## IV. ENROLLMENT UPDATE

C. Crew shared an enrollment update as of September 25, 2023.  
 The committee was reminded of the targeted FTES percentage increases.  
2023-24 – 4% | 2024-25 – 3% | 2025-26 – 2% | 2026-27 – 1%

## V. RETENTION STRATEGIES

## A. SBVC

S. Thayer shared their targeted inreach efforts towards students that have not yet selected a program. It was determined that there are approximately five thousand students who are not currently connected to a program. The goal is then to encourage those students to select a program and provide resources. Additional inreach efforts include registration labs, overall general targeted messaging, and a focus on marketing towards part-time students.

There has also been a push in promoting specialized programs which has seen a lot of success with student retention. In addition to leveraging the Student Mood Calendar towards marketing efforts by pushing timely messaging through social media.

[The Wolverine Success Guide](#) has been a great resource for students and acts as a planner for success as it includes important due dates and tips for success.

D. Burns Peters shared the need for student support outside of the campus as part of the larger efforts toward retention and enrollment. L. Fontanilla further supported this need by showing its connection to the EMPs and the overall goal to provide support to students, their families, and the community.

## B. CHC

I. Pena shared details about the launching of a retention campaign for students in categorical programs in order for those students to take advantage of priority registration. Starfish is being utilized to send those messages and reminders to students before registration begins.

## C. STARFISH

There is a need to maximize outreach efforts through Starfish as it is currently primarily being used for inreach efforts. The early alert component is vital for student success and retention.

J. Cabrales to investigate expanding into outreach registration messaging efforts at both campuses and will report back in the next meeting.

## VI. CAMPUS UPDATES

### A. SBVC

L. Fontanilla reported that they are up by 14% in enrollment to date. The fall semester reflects 289 FTES above the anticipated goal and will now work towards retention.

### B. CHC

No update was reported.

**VII. FUTURE AGENDA ITEMS**

- A. Enrollment Data Update (November).
- B. Overview of Enrollment Funnel (November).
- C. Review enrollment data and identify trends.
- D. Enrollment Management 101.
- E. Enrollment Dashboard Presentation.

**VIII. NEXT MEETING**

November 02, 2023, at 3:00 p.m. via Zoom.

**IX. ADJOURNMENT**

The meeting adjourned at 3:51 p.m.

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

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