Districtwide Enrollment Management Subcommittee

Meeting Minutes – November 02, 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 Peña	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: Rena Salayeva

I. CALL TO ORDER

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

II. CONSENSUS APPROVAL OF MINUTES

Minutes from the 10/05/2023 meeting were approved by consensus.

III. ENROLLMENT DASHBOARD

C. Crew presented the enrollment dashboard, which will be officially rolled out in Spring 2024. The dashboard will be a vital tool for enrollment management as it will allow users to view enrollment data in real-time and historically. Data can be filtered through various criteria, which will provide insight into specific groups and further efforts in outreach and retention. Additionally, this tool will be utilized to assist in our state reporting requirements.

Upcoming Dashboard Improvements: Additional key definitions and overall layout changes will be integrated into the dashboard.

Access: Will be working with cabinet members to determine those that will need access to the dashboard.

IV.   ENROLLMENT UPDATE

C. Crew shared an enrollment update as of October 31, 2023.
The committee was reminded that continued efforts are needed to simplify the enrollment process in addition to the ongoing enrollment strategies currently being seen at the colleges.

V.   OVERVIEW OF ENROLLMENT FUNNEL

L. Bixler presented the enrollment funnel, which focuses on admissions, showing the number of students who applied, successfully registered, and who are currently registered. This information will allow the colleges to provide targeted outreach efforts to students who did not register. Specific data points can be made available to the colleges based on their needs.

Next steps: L. Bixler will work with the research team to build out the enrollment funnel on Tableau. The colleges will conduct an analysis to determine what specific data would be needed.

VI.   CAMPUS UPDATES

A.   SBVC

D. Humble reported that FTES has leveled out for the term, which currently stands at 4196.15 FTES. This number will fluctuate once positive attendance is taken into account. SBVC still remains ahead of the district's target by 249 FTES.

L. Fontanilla shared that they are in early discussions to develop the next enrollment management plan.

B.   CHC

No enrollment update was reported.
I. Peña shared that the focus is currently on enrolled students utilizing Starfish for engagement and resource awareness.

VII.   FUTURE AGENDA ITEMS

A.   Review enrollment data and identify trends.
B.   Enrollment Management 101 Presentation
C.   Basic Needs Discussion
D.   Starfish Presentation (Spring 2024)
E.   Student Holds Presentation (December 2023)

VIII.   NEXT MEETING

December 07, 2023, at 3:00 p.m. via Zoom.

IX.   ADJOURNMENT

The meeting adjourned at 3:55 p.m.

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