



Districtwide Enrollment Management Subcommittee

Meeting Minutes – February 01, 2024, 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 |
| Olivia Rosas (Interim) | X | | Connie Leyva | | X |
| Shalita Tillman | X | | Joe Cabrales | X | |
| Rejoice Chavira | | X | Corrina Baber Proxy Ernest Guillen | X | |

Guest: LaCretia Smith, Erika Sherman, Kristina Heilgeist, Ray Carlos, Rena Salayeva, and Myung Koh.

I. CALL TO ORDER

N. Ornelas called the meeting to order at 3:02 p.m.

II. CONSENSUS APPROVAL OF MINUTES

[Minutes](#) from the 12/07/2023 meeting were approved by consensus.

III. BASIC NEEDS PROGRAM PRESENTATIONS

CHC: Current basic needs resources available to students:

| | |
|---------------------|---|
| Student Food Pantry | Provides students with grab & go bag's and lunch packs. |
| Pantry Lockers | Anonymous & Convenient way to obtain resources. |
| Community Garden | Provides freshly harvested produce to students. |
| Duck + Owl | Has partnered with CHC to provide students with meal and veggie vouchers. |
| Food Bank Partners | Feeding America and Community Action Partnership. |
| CalFresh | Assists students in applying for assistance |
| Transportation | Has partnered with Omnitrans to provide free transportation, fuel cards, reduced DMV fees, and connections to low-cost auto insurance |
| Housing Support | Provides students with referrals to agencies that can provide housing assistance |
| Laundry Vouchers | Has partnered with Jenny's Laundry Spa to provide students with laundry vouchers. |
| Financial Support | Works with the financial aid office to ensure students obtain the aid they need. |

| | |
|------------------------------|--|
| Student Parents | Offers resources such as lactation pods, diaper distribution, and changing stations throughout the campus. |
| Mental & Physical Well-being | Provided to students through the Health & Wellness Center. |

Feedback:

There was a request to consider and possibly address the stigma around the term “Basic Needs,” which can potentially be a barrier for students from utilizing the services. Upcoming legislative bills will require all campuses to have an EBT access point for students. Additionally, the bill includes providing students with a list of EBT providers within a mile radius of the campuses. These requirements are already implemented districtwide and are working towards expanding those services.

SBVC: Current basic needs resources available to students:

| | |
|----------------------|---|
| Valley 360 Pantry | <ul style="list-style-type: none"> • Access to basic needs services has improved with the creation of the website, implementation of student/faculty referrals, and availability to meet with students. • On-campus and Off-campus partnerships have been crucial to inform students of these services and receive additional resources. • The need for basic needs services has increased in the last 2 years from 2,430 to 7,235 pantry visits. The same growth is seen through the other programs. • Next steps involve expanding our partnerships, services, and staff to support our growth. • There will be continued efforts to secure grants/funding to expand services and offerings. |
| CalFresh | |
| Health & Wellness | |
| Employment Resources | |
| Financial Assistance | |
| Housing Resources | |
| Technology | |
| Campus Childcare | |
| Transportation | |
| Mobile Showers | |
| DMV Cost Savings | |

Feedback:

There is a need to implement means for reporting, the data will be able to help to improve student reach and efforts. A regional Memorandum of Understanding is in the works, which will enable Cal Fresh to share student information and streamline some of the processes.

IV. ENROLLMENT UPDATE

An update will be provided at the next regularly scheduled meeting.

V. CAMPUS UPDATES

A. SBVC

D. Humble reported that conversations have started around enrollment management and retention to develop a new enrollment management plan. The current FTES stands at 4,100.09 and is anticipated to surpass the district target before the end of the fiscal year. Additional work is also being accomplished with Starfish, which is being utilized to reach dropped students.

J. Oxendine shared that evaluating students and qualitative data in a holistic way has allowed the college to develop a clear picture of the student experience. Data points will be shared among

campus groups to collaboratively identify strategies that can be incorporated into the enrollment management plan.

B. CHC

G. Sosa reported 4300.03 FTES, approximately 13% higher than last year. FTES stands within 14% of the pre-pandemic levels. An increase in Dual Enrollment offerings, which now offer 67 courses, has contributed to the increase in student participation in the program.

VI. FUTURE AGENDA ITEMS

- A. Review enrollment data and identify trends.
- B. Enrollment Management 101 Presentation. (Keith Wurtz and Dina Humble)
- C. Starfish Presentation. (Spring 2024)
- D. CA-Reconnect Presentation. (April 2024)
- E. Basic Needs- District Efforts (April 2024)

VII. NEXT MEETING

March 07, 2024, at 3:00 p.m. via Zoom.

VIII. ADJOURNMENT

The meeting adjourned at 4:00 p.m.

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