



# Districtwide Enrollment Management Subcommittee

Meeting Minutes – April 04, 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 Proxy Christie Gabriel-Millette	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 Proxy Daniella Esparza	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: Rena Salayeva and Myung Koh.

## I. CALL TO ORDER

N. Ornelas called the meeting to order at 3:05 p.m.

## II. CONSENSUS APPROVAL OF MINUTES

[Minutes](#) from the 03/07/2024 meeting were approved by consensus.

## III. BASIC NEEDS PRESENTATION

Services and Resources available to all SBCCD students, employees, and the community at EDCT - Economic Development & Corporate Training Center:

Resource & Food Pantry	Diaper Distribution
Chromebook Distribution through a Collaboration with Great Harvest Community Center.	Fresh Produce and Grocery Distribution
Career Closet & Casual Corner fulfills the wardrobe necessities of students.	College Central Network (CNN) connects employers with students.

Resource request forms are utilized to capture only enough data to identify our service groups and improve our services and resource offerings. All resources are donated through the 16+ partnerships and donors that EDCT works with which has allowed SBCCD to serve over 1,131+ individuals to date.

College Catalogs are also distributed to potential students and community partners in an effort to create an additional tool for outreach, recruitment, and retention.

#### **IV. CA-RECONNECT PRESENTATION**

Mission: To help former California students return to college to complete their credentials. The program supports students in their re-enrollment and program path and offers improved employment opportunities.

Project Details: Several organizations joined forces to initiate this 3-year initiative, with the goal of enrolling 2k California students through the partnership of 30 institutions most affected by the pandemic.

Anticipated Outcomes:

1. Holistic support of individuals on their re-enrollment journey.
2. Generate evidence of student success.
3. Create positive institutional outcomes.
4. Identify and document key insights at the institution, local, and state levels.
5. Improve current and future student success.

CHC Cohorts: Cohort 1 focused on prioritizing the student equity plan's racial focal groups and underrepresented groups. The Fall 2023 Census identified 67 students who participated in the cohort, enrolling in a total of 145 classes, which equates to 465 registered credits. The Spring 2024 Census reflected 57 cohort participants, who made up 130 enrollments—404.50 registered credits. These data points reflect the positive impacts of the program.

SBVC Cohorts: Currently in the process of selecting students for its first Cohort. An implementation team has been identified, and the discovery process has been completed. The discovery processes yielded 2,300 student participants. Parameters will be solidified to narrow the list to 900-1000 students. Coaching is anticipated to commence in May 2024.

#### **V. ENROLLMENT UPDATE**

An enrollment update as of March 4, 2024 was shared with the committee, which reflects the new FTES goals through 2027-2028. The April 15 report will provide the most up-to-date and accurate enrollment data.

#### **VI. CAMPUS UPDATES**

##### **A. SBVC**

D. Humble reported that they have surpassed their district target by 300 FTES. Work continues on an updated Enrollment Management Plan and Student Retention plan. Starfish has also been utilized as a tool to notify students of future enrollment dates.

##### **B. CHC**

G. Sosa reported a 15% increase in enrollment this term, which reflects great strides in improving enrollment and retention. The campus's collective efforts and alignment with the EMP have been the biggest contributing factor to their enrollment success.

Feedback:

The committee shared the importance of hearing from the students and requested that there be a platform for students to share their stories with the staff and faculty.

**VII. 2024-2025 MEETING DATES, TIMES, AND FREQUENCY**

The meeting date, time, and frequency will be updated for the next academic year in an effort to improve scheduling conflicts with other districtwide committee meetings. This committee will likely now meet quarterly and will be confirmed in the next few weeks.

**VIII. FUTURE AGENDA ITEMS**

- A. Review enrollment data and identify trends.
- B. Enrollment Management 101 Presentation. (Keith Wurtz and Dina Humble)
- C. Fact Book (April 2024)
- D. High touch approach through Starfish.

**IX. NEXT MEETING**

May 02, 2024, at 3:00 p.m. via Zoom.

**X. ADJOURNMENT**

The meeting adjourned at 4:00 p.m.

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