



Districtwide Enrollment Management Subcommittee

Meeting Minutes – May 02, 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 04/04/2024 meeting were approved by consensus.

III. FACTBOOK PRESENTATION

The SBCCD Fact Book provides statistical information to support planning and decision-making. It serves as a reference for academic and administrative decisions and is updated by the end of each term with the most recent MIS data.

- [Distance Learning](#)
- Employee Characteristics
- [Enrollment Trends](#)
- [FTES, Fill Rates, and Efficiencies](#)
- [Instructional Data](#)
- [Service Area](#)
- [Student Demographics](#)
- [Student Outcomes](#)

Data is broken down by gender, race, age, and special populations.

REVIEW DEMS GOALS

The committee will now meet quarterly. Each college has its own enrollment management meetings and will utilize this committee to report on those efforts. The committee will continue to support the colleges in their enrollment and engagement strategies and will focus on achieving its remaining goals.

IV. ENROLLMENT UPDATE

E2 Report was submitted, and projections are optimistic, reflecting a return to pre-COVID enrollment numbers within the next four years.

V. CAMPUS UPDATES

A. SBVC

O. Rosas reported on a communication plan for students through Starfish and has seen great results in Summer and Fall enrollment. Efforts include enrollment labs to assist students with their registration and onboard them for self-service. Celebratory events are being organized throughout the campus to celebrate student accomplishments.

B. CHC

K. Wurtz reported a 17% increase in summer enrollment and a 30% increase for fall enrollment. Special thanks to student services and outreach for their enrollment efforts.

Other: Books+ is progressing and working towards implementation as of the fall semester. Additionally, a Dual Enrollment Plan is in the works.

VI. FUTURE AGENDA ITEMS

- A.** Review enrollment data and identify trends.
- B.** Enrollment Management 101 Presentation. (Keith Wurtz and Dina Humble)

VII. NEXT MEETING

To reconvene in the Fall 2024.

VIII. ADJOURNMENT

The meeting adjourned at 4:00 p.m.

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