



# Districtwide Enrollment Management Subcommittee

Meeting Minutes – September 19, 2024, 1:00 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 (Vacant)		X
Gilbert Contreras		X	Joanna Oxendine Proxy Vinnie Wu	X	
Kevin Horan		X	Gio Sosa		X
Tenille Norris (Vacant)		X	Paul Bratulin		X
Mike Strong	X		Michelle Riggs	X	
Dina Humble	X		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, Myung Koh, and Robert McAttee

## I. CALL TO ORDER

N. Ornelas called the meeting to order at 1:05 p.m.

## II. CONSENSUS APPROVAL OF MINUTES

Minutes from the 05/02/2024 meeting were approved by consensus.

## III. REVIEW ORGANIZATION AND CHARGE

## IV. 2024-2025 GOALS

It might be beneficial to focus on different areas at a time.

Goal 1-3: The Goal should be updated to emphasize strategizing around the state's funding formula and how it relates to the district's budget. It is also recommended that this goal be presented to the colleges for their review, along with regular updates on this data during the committee meetings.

Goal 4: To be removed since these efforts are now at the Dual Enrollment groups.

Goal 5: To be removed since these efforts are discussed in other spaces.

Goal 6: To be removed as this work is being done at the college level.

Goal 7: To be removed as this work is being done at the college level.

Goal 8: To be removed as it is connected to Goals 1-3 and is currently in progress to be implemented.

Goal 9: Will remain.

Goal 10: To be removed as this work is being done at the college level.

## **V. CAMPUS UPDATES**

### **A. SBVC**

On track to exceed annual FTES targets. Effective communication has been crucial in reaching these goals, as SBVC has made greater efforts to connect with students through existing platforms and direct outreach. Specialized programs are organizing orientations to raise awareness about the benefits of these programs and to attract students who may not be familiar with the available offerings on campus.

### **B. CHC**

There has been a 12% increase in enrollment. Outreach campaigns have effectively targeted students enrolled in six units or fewer, encouraging them to consider adding more courses. The integration of marketing and outreach initiatives has resulted in positive outcomes, as demonstrated by the increase in FTES. Community events have become a crucial aspect of our outreach efforts, helping to build essential connections with students.

## **VI. FUTURE AGENDA ITEMS**

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

## **VII. NEXT MEETING**

January 30, 2025, at 1:00 p.m.

## **VIII. ADJOURNMENT**

The meeting adjourned at 1:50 p.m.

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