



# Conversations with Cabinet

*November 9, 2022*



Robin L. Steinback,  
PhD  
President



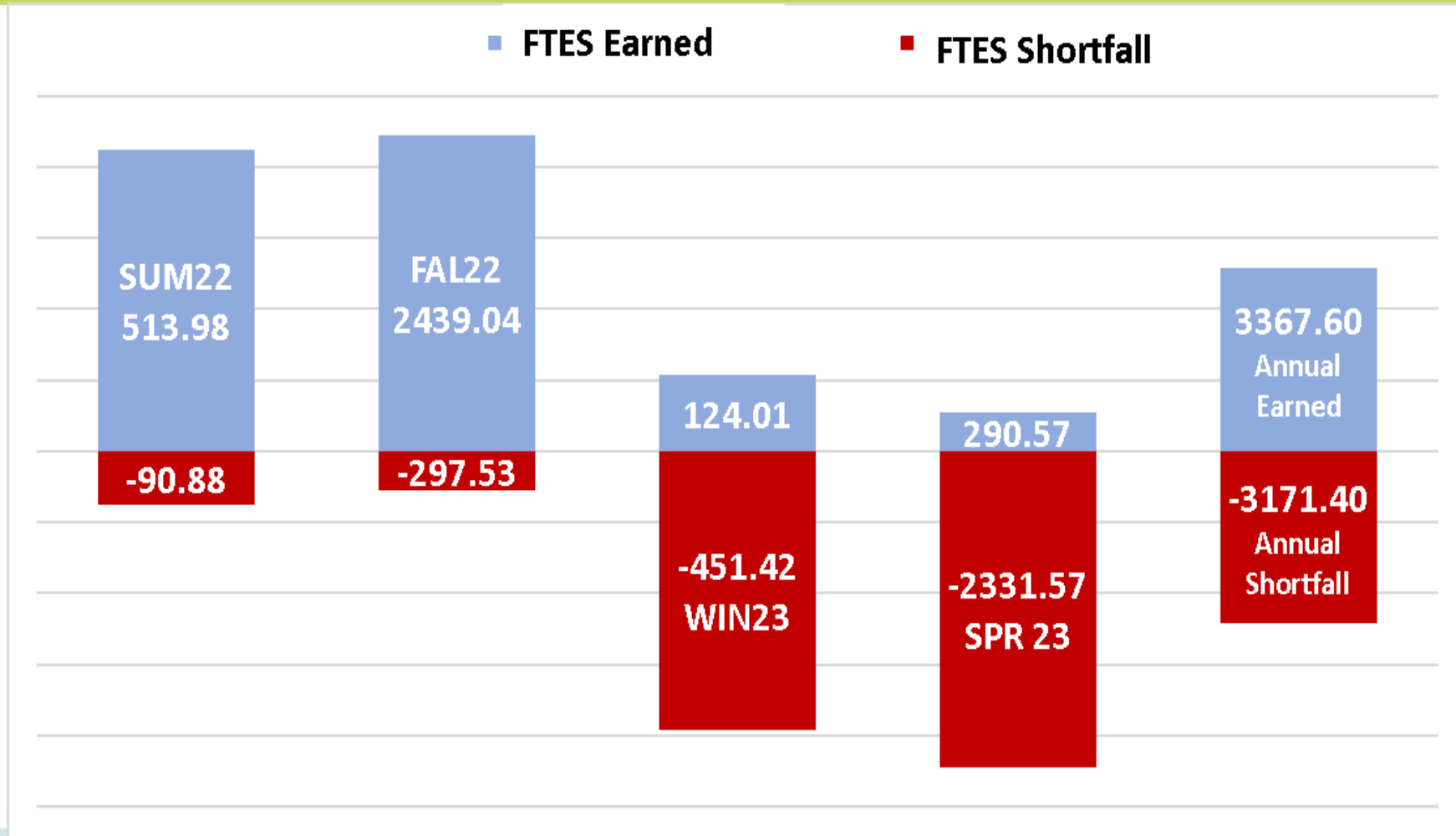
AnnaMarie "Ree" Amezcquita  
Interim Vice-President Academic  
Affairs

# Our Enrollment Picture

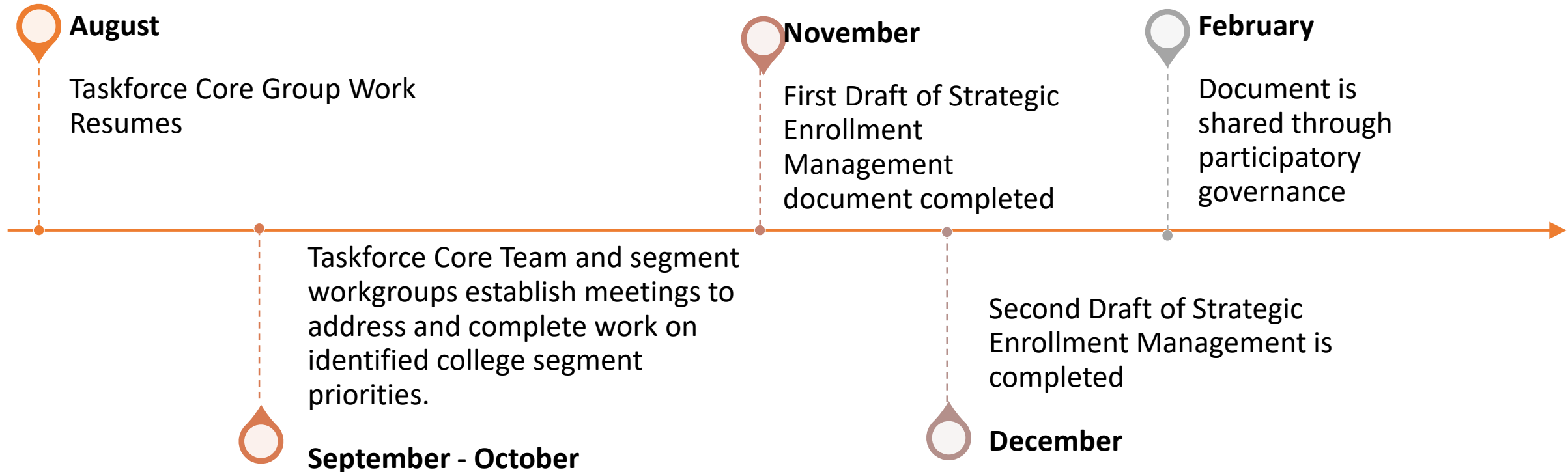
MVC 2022 – 2023 Annual  
FTES Targets = **6539**

Annual FTES Earned =  
**3367.60**

51.5% of Annual Target  
Earned



# Update: Strategic Enrollment Management Plan



# Engaging Students Beyond the Classroom

## Climate Change Faculty Panel

Thursday, October 27  
12:30 - 2 pm in SAS 121  
Refreshments Will Be Served

**01** Jeff Rhyne, English

"Saving the World One Bite at a Time: How Our Food Choices Are Currently Destroying Our World (But Don't Have to!)"

**02** Joanna Werner-Fraczek, Biology

"Just Water: Simple yet Essential"

**03** Tahmina Mors, Economics

"Socioeconomic Impact of Sea Level Rise and Climate Change"


**Music@Moval presents:**

FREE lecture/performance on the history of the baroque guitar and vihuela by renowned performer, educator and luthier, Jack Sanders.

Join us on Thursday, Oct. 27th, 12:50p-1:50p in EM 109 (on the MVC campus) for this event. Mr. Sanders will take us on a musical journey detailing the history of the guitar! In addition to bringing historically significant instruments (from the 18th century!), he will also bring instruments which he has personally hand built!

\*This is made possible through the generous funding of the ASMVC.

Moreno Valley Community College District is committed to providing access and reasonable accommodations to all district programs and activities. Accommodations will be provided upon request by contacting the program/event organizer, Barry Schuchman (951) 971-4144 by request received after this date will be honored where possible.







## Transfer Motivational Conference

OCTOBER 15, 2022 · UC RIVERSIDE

**MORE THAN 1,000 PUENTISTAS!**  
EXCITING SPEAKERS · CAMPUS TOUR · WORKSHOPS  
MEET UC TRANSFER REPS



**Keynote**  
**JULISSA ARCE**  
AUTHOR, ACTIVIST,  
SOCIAL CHANGEMAKER




VPA Performing Arts

## Artist

MEET AND GREET



# MVC EXPO

## 2022

*Your gateway into a new career*

THURSDAY Coudures Plaza



Mark Figueroa, PhD  
Vice-President Planning &  
Development

# Media Preference Survey

Image and Recruitment - If you were a potential student, which advertising location/method would have the strongest impact on you?

## **Outreach**

#1 High School – Event, Counselor, Teacher

#2 On Campus - Visit, Tour or Event

## **Advertising Media**

#1 Digital – Social Media, YouTube, Online Ads

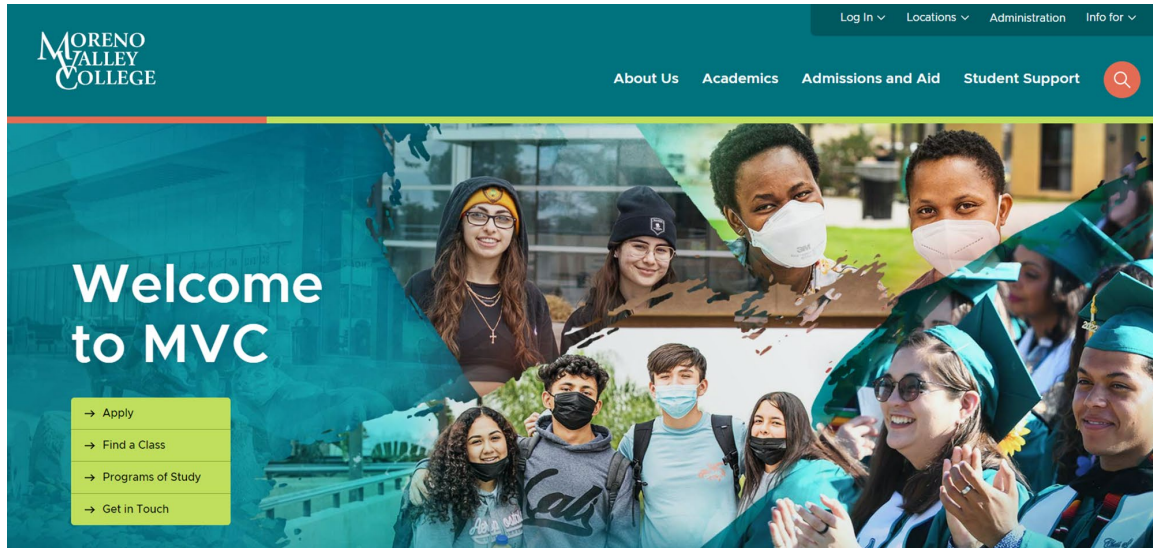
#2 Direct Mail – Brochures, Postcards

#3 College Website

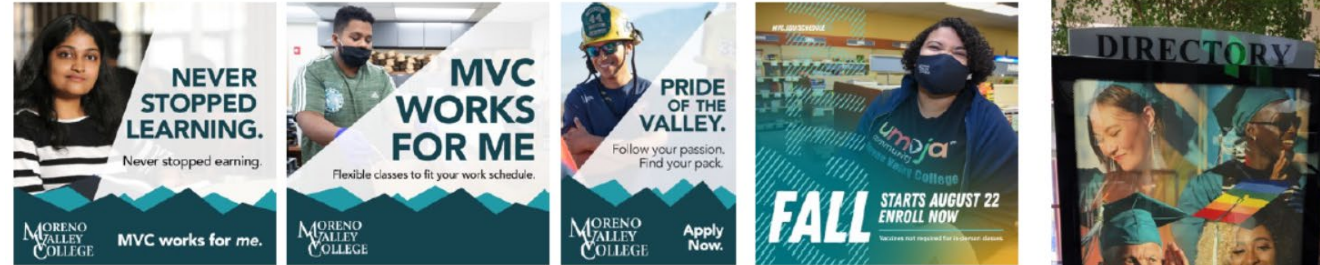
#4 Billboards



# Marketing Activities



<https://mvc.substance.tours/>



Social Media



Billboards

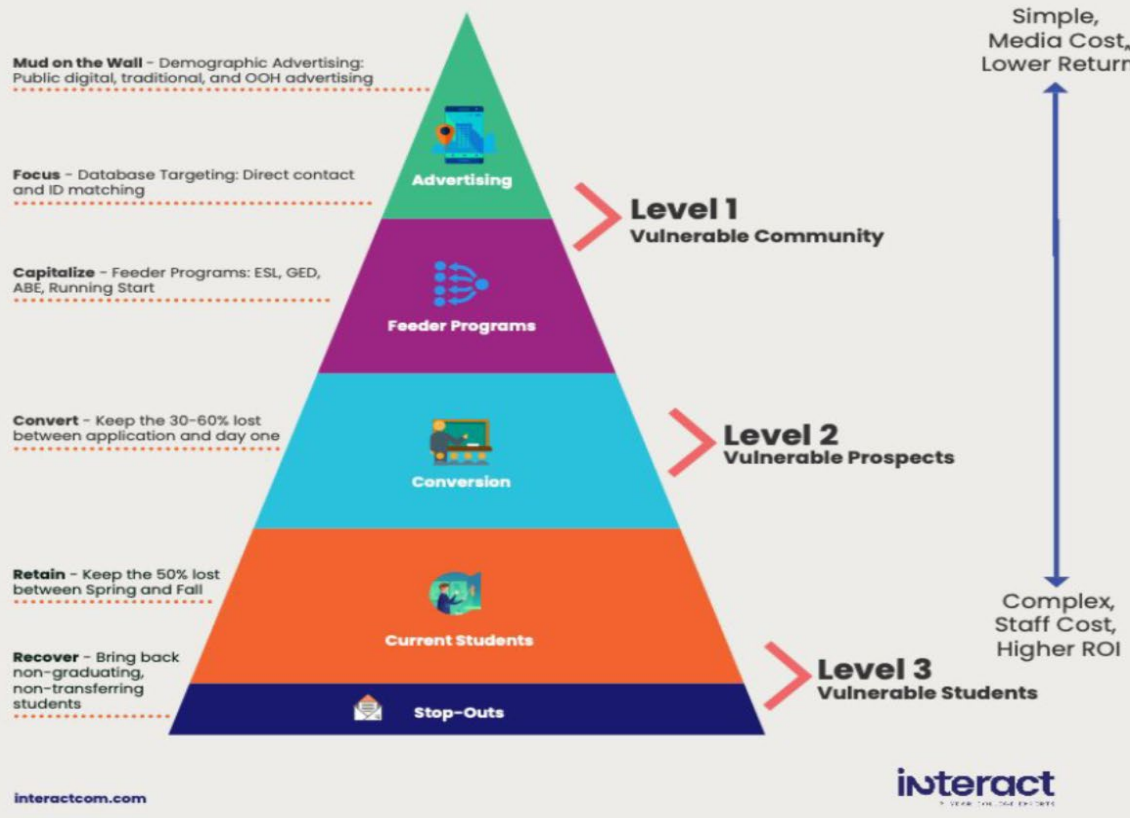
Mall Advertising



**Analytics trending very strongly with our digital media efforts**

# Marketing Updates

## Enrollment & Vulnerability Levels



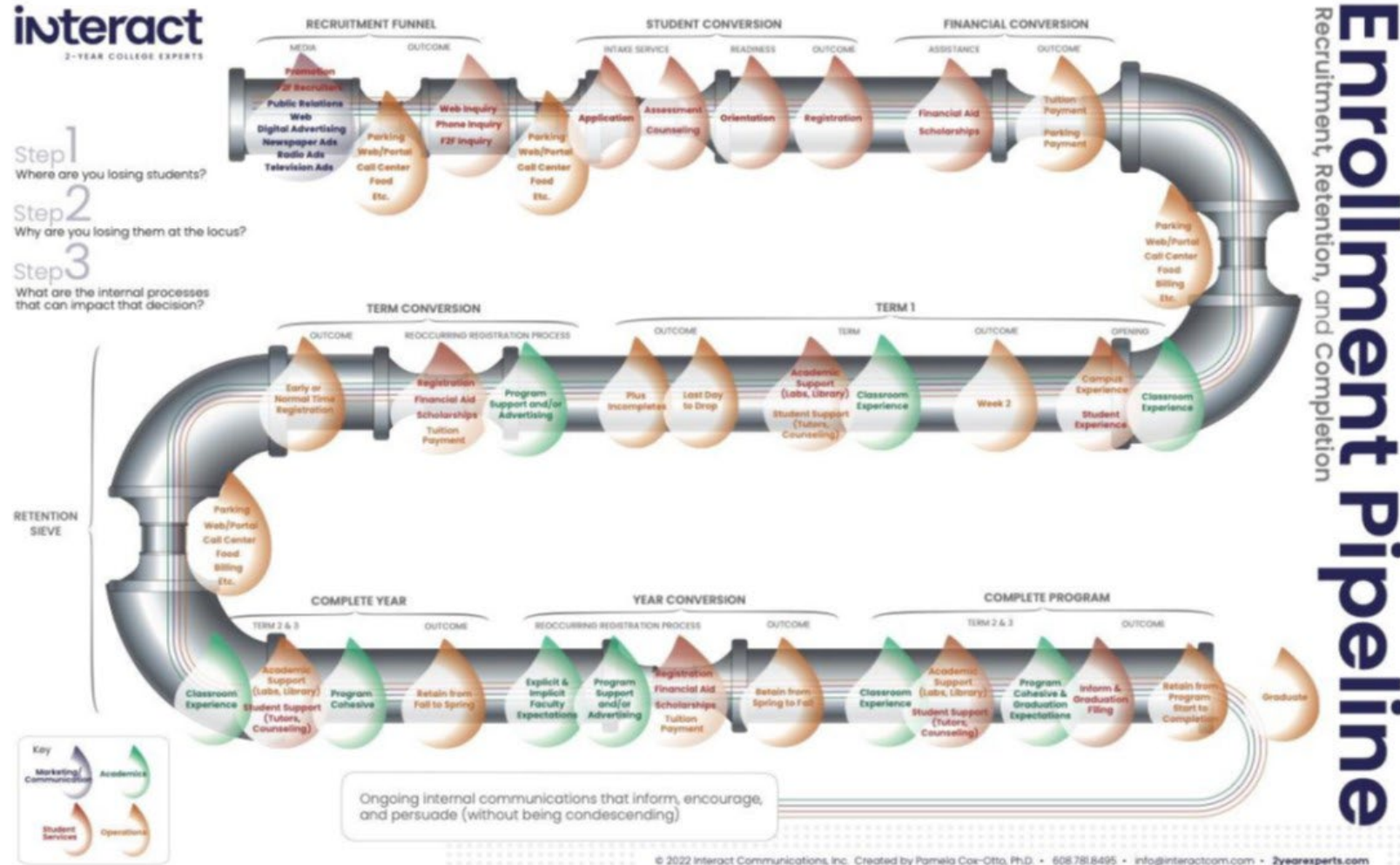
- Print Pieces
- Digital Media
- Focus on key audiences
- Key activities and events
- Key college dates/deadlines
- Consistent messaging
- Consistent "look"

1. **Marketing Plan and Media Buy (using regional access to CollegeAPP)**
2. **Creative Collateral**
3. **Web Redesign**
4. **Communications Plan Messaging Strategy**
5. **Regional Conversion Campaign (June - August)**
6. **Onboarding Restructure**

# Managing the "pipeline"

**interact**  
2-YEAR COLLEGE EXPERTS

- Step 1  
Where are you losing students?
- Step 2  
Why are you losing them at the locus?
- Step 3  
What are the internal processes that can impact that decision?



**Enrollment Pipeline**  
Recruitment, Retention, and Completion

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# Upcoming Projects

- Campus Banners
  - Belongingness
  - Successful Behaviors
  - Wayfinding/Direction
  - Anticipation
- Marketing and Communications Plan
- New Collateral – Opportunity to engage
- Spring Brochure – Outcomes and Accomplishments
  - MVC Stories – Students, faculty, classified professionals, alumni



Christopher T. Sweeten  
Vice-President Student  
Services

# Student Services Renovation

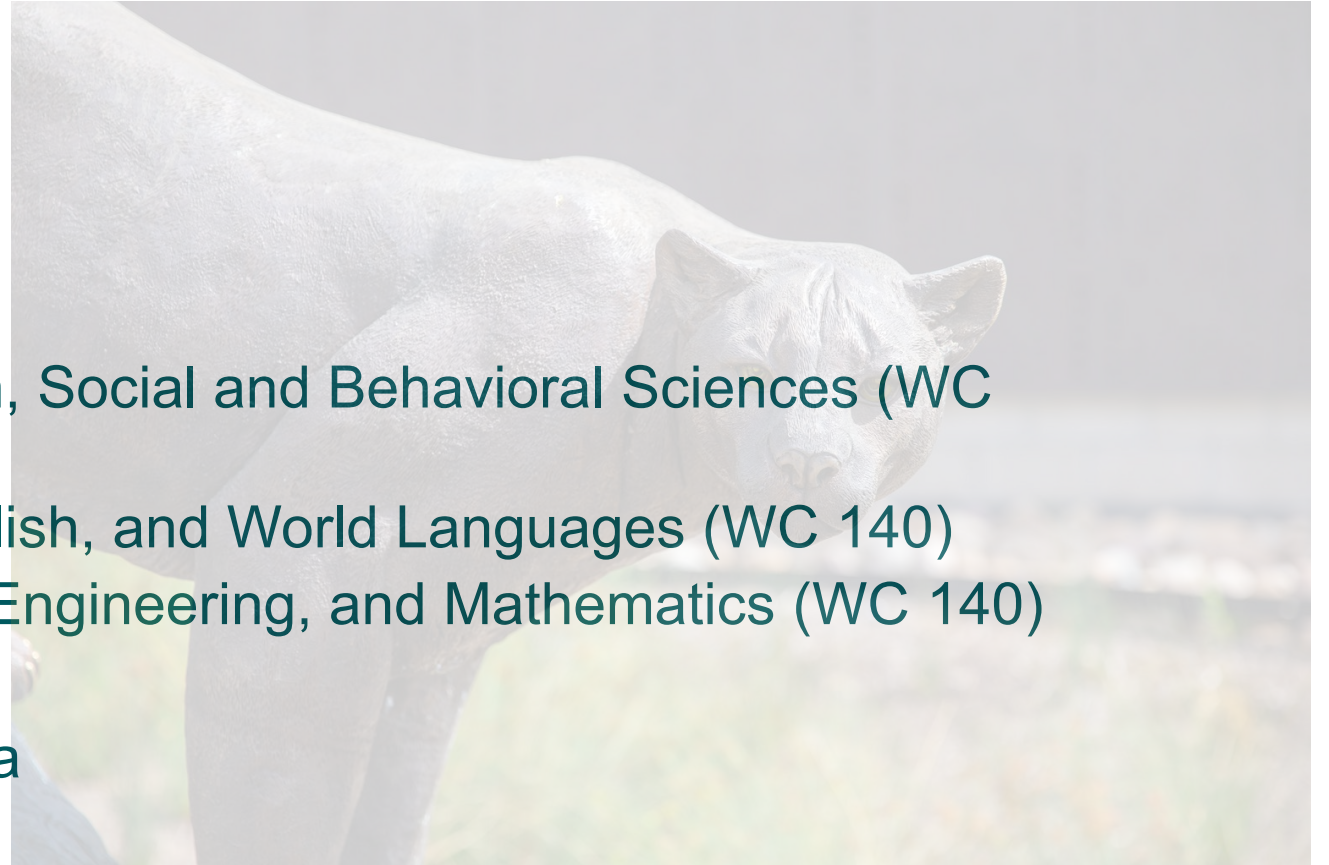


- STU 101 – Available for use until February 2023
- RCCD – RFP Construction FA '22
- RCCD BOT Approval ~ January/February 2023
- Construction begins March 2023
- Completion April/May 2024

# Student Services Location

- **Welcome Center**

- Admissions & Records
- Student Financial Services
- Outreach
- Engagement Center(s)
  - School of Humanities, Education, Social and Behavioral Sciences (WC 130)
  - School of Communications, English, and World Languages (WC 140)
  - School of Science, Technology, Engineering, and Mathematics (WC 140)
- Common Ground
  - Dream – Pride – Puente – Umoja
- TRIO ACES



# Student Services Location

- **Student Academic Services**

- The School of Business, Health, & Human Services & The School of Visual Performing Arts (SAS 206)

- **Park Side Complex**

- EOPS/CARE/NextUp (PSC 14)
- TRIO Upward Bound/UBMS (PSC 17)
- Veterans Resource Center
- Student Health & Psychological Services
- Monty's Market

- **Student Activities**

- ASMVC
- TRIO Talent Search





# Student Services Grants



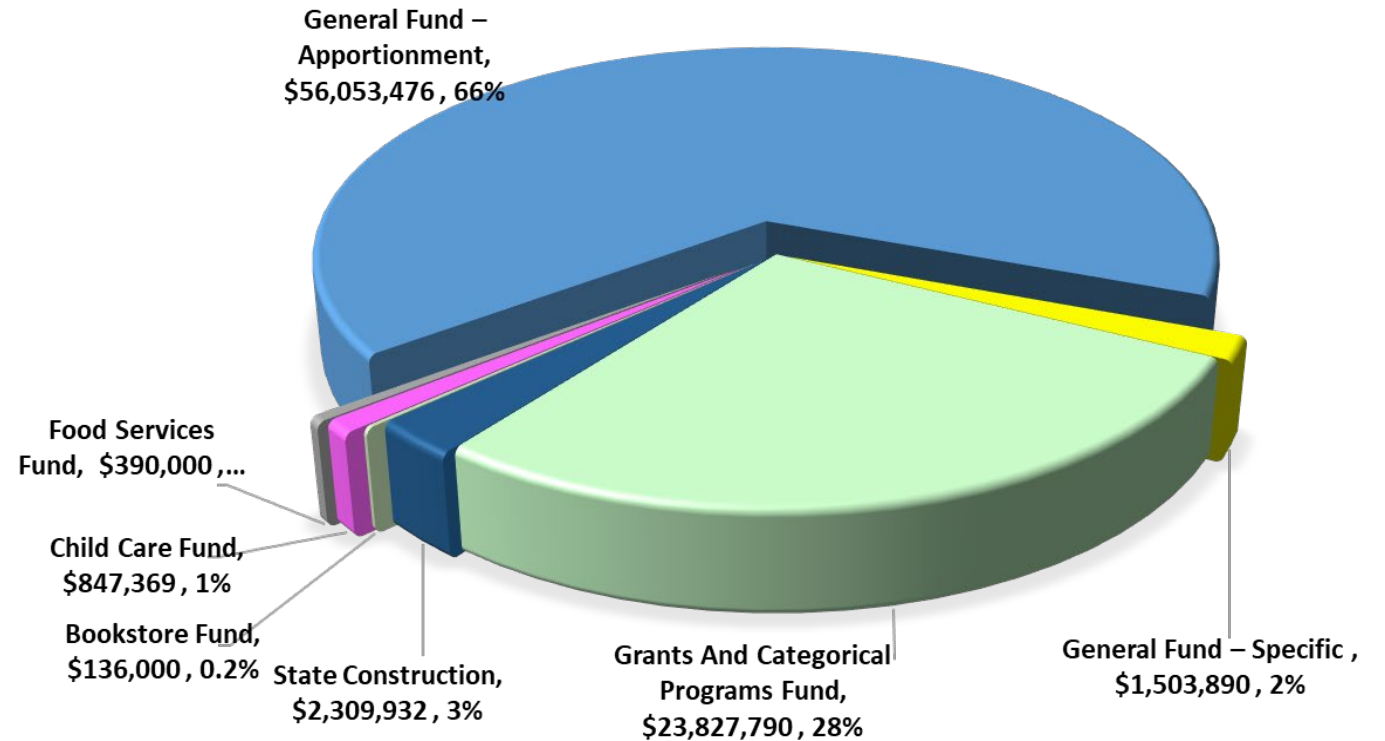


Majd Askar  
Vice-President Business  
Services

# MVC All Revenue Resources

## FY 2022-23 (as of 11/1/2022)

Fund	Revenue	%
Child Care Fund	\$ 847,369	1%
Food Services Fund	\$ 390,000	0.5%
General Fund – Apportionment	\$ 56,053,476	66%
General Fund – Specific	\$ 1,503,890	2%
Grants And Categorical Programs Fund	\$ 23,827,790	28%
State Construction	\$ 2,309,932	3%
Bookstore Fund	\$ 136,000	0.2%
<b>Grand Total</b>	<b>\$ 85,068,457</b>	<b>100%</b>



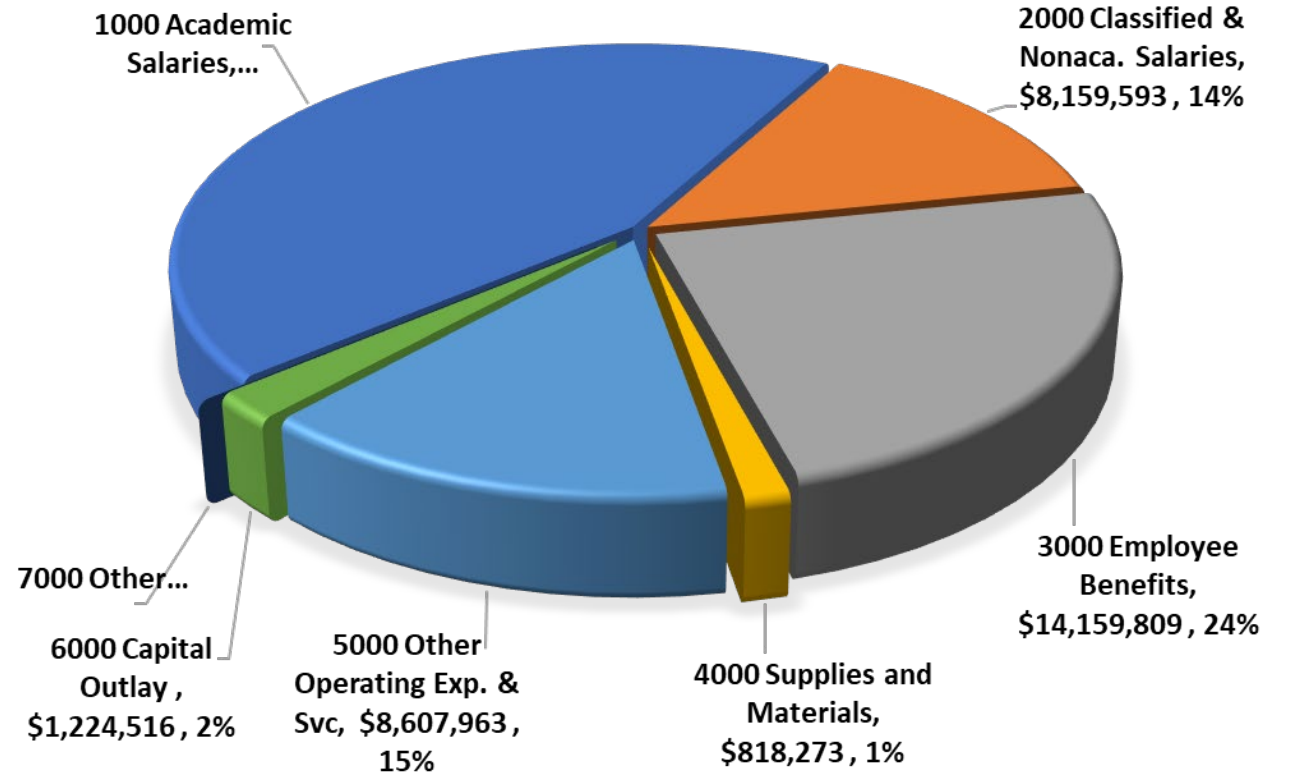
# MVC Projected General Fund Expenditures FY 2022-23

## Overview:

Object Group	Budget	%
Salaries + Benefits	\$ 48,288,409	81.9%
Other Operating Expenses	\$ 10,680,748	18.1%
<b>Grand Total</b>	<b>\$ 58,969,157</b>	<b>100.00%</b>

## Major classification

Major Object Class	Budget	%
1000 Academic Salaries	\$ 25,980,650	44.1%
2000 Classified & Nonaca. Salaries	\$ 8,149,593	13.8%
3000 Employee Benefits	\$ 14,158,166	24.0%
4000 Supplies and Materials	\$ 827,372	1.4%
5000 Other Operating Exp. & Svc	\$ 8,639,092	14.6%
6000 Capital Outlay	\$ 1,200,931	2.1%
7000 Other Outgo	\$ 13,353	0.0%
<b>Grand Total</b>	<b>\$ 58,969,157</b>	<b>100.00%</b>



# MVC Business Services Mini Trainings

In an effort to support Moreno Valley College employees, the Business Services division offers mini trainings on a variety of topics related to business processes, Galaxy, PO processing, Concur, Accounts Payable reconciliation, budget tracking, year-end closing, as well as other business-related transactions.

All training presentations are available on our MVC webpage – Division of Business Services.

**You are welcome and please encourage others to attend!**

# MVC Student Housing SB 169

Senate Bill (SB) 169 appropriated (State) one-time General Fund for the Higher Education Student Housing Grant Program, which supports one-time grants to either construct student housing or acquire and renovate commercial properties to provide affordable, low-cost housing options for students attending the University of California, California State University, and the California Community Colleges.

A portion of the SB 169 provided **planning funds** to California Community Colleges, **to determine if it is feasible** for a community college to construct and offer affordable student rental housing.

Moreno Valley College **was awarded the planning grant in the amount of \$540,000.**

Additional funds are available through the State to cover the cost of the construction of the student housing. The district/college engaged HED Architect and The Scion Advisory Group to work on the student housing program in a preparation to the construction grant.



# Solar Initiative

- Solar system and battery storage across five sites - BCTC, MVC, NC, RCC, & DO
- The project is in the procurement phase:
  - October 2021 – solicited Request for Proposals
  - April 2022 - selected Total Energies, formerly SunPower
  - April 2022- November 2022 –further negotiations and conducted due diligence
  - December 2022 – BOT approval
- Approximately \$37M over a 25 year period (depending on interest rates)
- Project would provide a Net Savings over 25 years system Performance
- MVC Solar Panels will be located in Parking Lot B and hillside North of College Park
- 24 EV Charging Stations – located in Parking Lot B

# Question(s) & Answer(s)

