

Crafton Hills College Enrollment Strategies Committee Minutes

Date: April 19, 2017

Time: 1 p.m.

Location: CCR 233

Present: **Kathy Bakhit, Chair✓** Donna Hoffmann Dianne Purves✓ Keith Wurtz
Denise Allen✓ Herberth Jaco✓ Joanna Quejada✓ June Yamamoto
Larry Aycock Veronica Lehman✓ Floyd Simpson
T. L. Brink Sherrie Loewen✓ Evan Sternard✓
Joe Cabrales✓ Robert McAtee✓ Mike Strong✓
Kirsten Colvey Mark McConnell✓ Rebecca Warren-Marlatt✓
James Grabow✓ Patricia Menchaca✓ Sherri Wilson✓

TOPIC	DISCUSSION	FURTHER ACTION
Approval of Minutes from March 20, 2017	The minutes were approved by consensus.	
Enrollment Strategies Charge	<p>The original charge of the committee approved by Crafton Council was:</p> <p>The Enrollment Strategies Committee develops, reviews and monitors progress on the Enrollment Strategy Plan with input from appropriate constituents.</p> <p>The current charge is very vague. The committee will decide whether to leave the charge as is or redefine the current charge.</p> <p>Kathy reviewed the following projects currently underway prior to Bryan Reece's resignation:</p> <ul style="list-style-type: none"> • Enrollment Strategies • 9 week schedule. The Fall 2017 schedule will be done by May and available on May 5th. Priority registration will begin on June 5th. Students will be able to enroll for summer and fall classes at the same time. • 24 Hour Drop has been implemented. Based on data from Keith, the benefit exceeds the cost. This will be discussed at a further date. • Following up with students that applied to Crafton but did not register for classes. • Targeting students who are short of graduating due to missing classes. Students were contacted and sections were added. • Positive Attendance classes and repeatability of LRC 900, Supervised Tutoring. This was addressed by the Curriculum Committee. 	<p>Keep current charge or redefine?</p> <p>Acquire and examine plan.</p>

	<ul style="list-style-type: none"> • Online offerings. Denise gathered data of degrees that can be offered 95 percent online. MATH 095 will be online in the fall. • One year scheduling • Marketing – Ongoing <ul style="list-style-type: none"> - Donna Hoffmann should be added to the committee membership. Her input would be valuable to the committee since Marketing is a huge factor. • Workforce Non-Credit Courses <ul style="list-style-type: none"> - The courses have been approved by the State Chancellor's office. CHC is hopeful that we will offer these courses soon. There are still some support services that need to be ironed out. In the future, the college should be responsible for entering into the partnership instead of having a middle person. • International Students • Middle College Project <p>Kathy shared the Enrollment Pipeline handout with the committee. This pipeline focusses on the whole student experience; where and why students do not attend, persist, or complete college. It was suggested that we use this tool as a guide as we move forward with the current projects that are underway as well as identify data points to determine leaks and constriction points. Also, add ideas received by our constituents.</p> <p>Keith developed some studies on Enrollment Management that will be shared. Keith is able to gather additional studies that he completed while working at Chaffey College.</p> <p>Colleen Maloney-Hinds will be offering the following workshop on Friday, April 21st from 11-1 p.m. in the Roadrunner Café. Lunch will be provided.</p> <p>The Missing Link: What K-12 Teachers Want Us to Know. Principals and Staff from Rim of the World School District will be on campus to share valuable insight to prepare us for the upcoming generation of college students.</p> <p>Flyers targeting high school students advertising online courses offered this summer will be available. Robert McAtee is also requesting flyers for his SOAR event.</p>	<p>Look at Keith's current Enrollment Management data and gather additional studies from Chaffey College.</p> <p>Look for data points to help inform our discussions as we move forward and continue to work on projects underway and look for additional ideas.</p>
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CHC's Goals from Pathways	<p>It was suggested that we look at the Educational Master Plan for current goals and strategic direction.</p> <p>Rebecca Warren-Marlatt shared the following information she learned last week at the ACCJC Conference.</p> <p>Irvine College is dragging down demographic information from CCC APPLY to determine buckets of high need, medium need and low need students and targeting support services called Care Pathways (counseling, follow up, tutorial referrals, mental health services referrals, EOPS, etc.). This is a sample of a Care Pathways that can attach to any pathway.</p>	
Groups of Students We are Trying to Serve	Will be discussed at a future meeting.	
Listening to Partners from High Schools	Will be discussed at a future meeting.	
Process for Developing Pathways	<p>Using the Enrollment Pipeline handout as a guide, list everything we are currently doing to map our own Crafton Pathway and overlay our current majors. We can see where Engagement and Advance, STEM, Left Lane, Honors Institute, etc. fit on the map. Determine what is missing? What do we want to develop? What does the student need?</p> <p>We need to keep faculty in mind also. Discipline specific professional development, etc.</p>	
Amazon Partnership	The Program Manager of Amazon's Career Choice Program contacted the college regarding a partnership with Amazon and Career Choice. Career Choice is a tuition-assistance program for Amazon's hourly workforce. They pay 95 percent of tuition and associated fees for vocational certificates and AA/AS degrees in high-demand fields. The classes will be held at Amazon's distribution center.	Update to follow.
Next Meeting: Monday, May 15, 2017 at 1 p.m. in CCR 233		
<p>Mission Statement : The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.</p> <p>Vision Statement: Crafton Hills College will be the college of choice for students who seek deep learning, personal growth, a supportive community, and a beautiful collegiate setting.</p> <p>Institutional Values: Crafton Hills College values academic excellence, inclusiveness, creativity and the advancement of each individual.</p>		