

# Crafton Hills College Enrollment Strategies Committee Minutes

**Date: May 15, 2017**  
**Time: 1 p.m.**  
**Location: CCR 233**

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

TOPIC	DISCUSSION	FURTHER ACTION
Approval of Minutes from April 19, 2017	The minutes were approved by consensus.	
Enrollment Component to the Budget Plan	<p>The committee agreed to add this topic as an agenda item.</p> <p>The District is asking the college to come up with a Budget Plan to address the revenue shortage. A component of it will involve enrollment growth.</p> <p>It was suggested that we find out exactly what the District is requesting because we have many strategies documented. The committee will prioritize the ones we want to focus on. Members asked if the plan will show how many FTES will be generated and by what strategy?</p> <p>Ideas members shared to improve enrollment:</p> <ul style="list-style-type: none"> <li>• Short-term/long-term strategies</li> <li>• Invest in support of our Marketing/Advertising department</li> <li>• Getting out our name – Yucaipa's Crafton Hills College</li> <li>• Need to see our accomplishments on college website.</li> </ul> <p>It was also suggested that we have a one day retreat (Planning Day) this summer in early July to work on Enrollment Strategies and the intergration of Student Success, BSI, and SSSP into the plan. Since Faculty are off during the summer they will be compensated for the day. Faculty who are unable to attend will be asked to submit their ideas in writing.</p>	<p><b>Need more direction from Mike and Jose regarding Growth Strategy Proposal.</b></p> <p><b>Plan Retreat (Planning Day)</b> <b>Send Doodle Meeting Request Survey</b></p>

<p>Charge in Light of Process</p> <ol style="list-style-type: none"> <li>1. Committee Work – Plan</li> <li>2. Sub Groups Implement</li> </ol>	<p>The committee agreed to revise the current charge:</p> <p>The Enrollment Strategies Committee develops, reviews and monitors progress on the Enrollment Strategy Plan. <del>with input from appropriate constituents.</del></p> <p>This model is more effective; Committee will be able to charge operational groups (example: Dual Enrollment) with certain tasks/projects to report back to committee.</p>	<p><b>Form new implementation groups as needed.</b></p>
<p>Start with Data – What Data Sets do We Need?</p>	<p>The committee reviewed the Draft of the Enrollment Management Plan 2016-2023 prepared by Bryan.</p> <p>Kathy will review the newly adopted Educational Master Plan to see if there is an alignment between the two plans. Keith suggested that the objectives and goals of the last Enrollment Strategies Plan may fit into this plan. Actions will change.</p>	<p><b>Review Educational Master Plan and Previous Enrollment Strategies Plan.</b></p>
<p>Analysis of Pipeline Data</p>	<p>See attachment.</p>	
<p><b>Next Meeting: Monday, August 21 at 1 p.m. in CCR 233</b></p>		
<p><b>Mission Statement :</b> 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><b>Vision Statement:</b> 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><b>Institutional Values:</b> Crafton Hills College values academic excellence, inclusiveness, creativity and the advancement of each individual.</p>		