

Crafton Hills College

Enrollment Strategies Committee

Minutes

Date: September 18, 2017

Time: 1 p.m.

Location: CCR 233

Charge: The Enrollment Strategies Committee develop, reviews and monitors progress on the Enrollment Strategy Plan.

Present:	Kathy Bakhit, Co-Chair✓	Donna Hoffmann✓	Mike Strong✓	Visitors:
	T.L. Brink, Co-Chair✓	Herberth Jacob✓	Rebecca Warren-Marlatt✓	
	Denise Allen✓	Mark McConnell✓	Sherri Wilson✓	Ernesto Rivera✓
	Larry Aycock✓	Patricia Menchaca✓	Dan Word✓	Veronica Lehman✓
	Robert Brown✓	Ericka Paddock	Keith Wurtz✓	Joanna Quejada
	Joe Cabrales✓	Floyd Simpson		Kathy Wilson
	Kirsten Colvey✓	Mark Snowwhite✓		
	James Grabow	Evan Sternard		

TOPIC	DISCUSSION	FURTHER ACTION
Approval of Minutes from August 21, 2017	The minutes were approved with corrections.	
Elect Faculty Co-Chair	The committee approved the nomination of T.L. Brink as Faculty Co-Chair.	
Goals for the Year	<p>As an overview the committee agreed to follow the "Enrollment Pipeline" as a model to examine our practices looking at the entire student experience from the beginning to graduation. In addition, at our May meeting we developed a chart listing the activities that are underway as well as ideas.</p> <p>At In-Service day on August 11, 2017, the campus community organized the following initiatives into 11 categories:</p> <ol style="list-style-type: none"> 1. Active Management of the Schedule 2. Retention 3. Outreach/Partnerships 4. University Partnerships 5. Marketing 6. Program Viability 7. Scheduling Practices <ul style="list-style-type: none"> • Space • College Hour • Caps 8. Section Wait Lists 9. Section Management <ul style="list-style-type: none"> • Automation 10. Innovation <ul style="list-style-type: none"> • Pathways • DE • Non-Credit • 5 Week Classes (Follow University/Private University Patterns) 	

	<p>11. Advancement, Grants, Foundations, Cutting Expenditures</p> <p>The Research and Planning Office analyzed the data from In-Service day using the following criteria: feasibility, budget, student centered, cautious, and sustainable. The initiatives were ranked in the following order:</p> <ol style="list-style-type: none"> 1. Innovation 2. Active Management of the Schedule <p>Other information obtained from the research was:</p> <ul style="list-style-type: none"> • College Hour • Developing Evening and Weekend Programming • Cohorts Style Programming • Guided Pathways • Better Collaborating with SBVC • Retooling District Resource Allocation Model <p>The committee agreed to focus on the following goals for the year:</p> <ol style="list-style-type: none"> 1. Retention <ul style="list-style-type: none"> - Increase FTES without adding expenses 2. Active Management of Schedule 3. Partnerships <ul style="list-style-type: none"> - Working more with high schools (concurrent enrollment) - Adult Schools - Accountability Measures K-12 - Amazon - University of La Verne 4. Innovation <ul style="list-style-type: none"> - Pathways - DE - Non-Credit - 5-Week Classes (Follow University/Private University Patterns) <ul style="list-style-type: none"> • Marketing (create a schedule to target certain populations) <p>It was suggested that the committee discuss programs and services that currently exist but need more support (example, Art, Music, orphan programs)</p> <p>The committee discussed Program Viability. The document was approved by Academic Senate two years ago and will be reviewed by Chairs Council in October. The document was split into two; Program Initiation and Program Discontinuance.</p> <ul style="list-style-type: none"> • How do we approach the problem? Do we get rid of the program or do we try to figure out why the program is in trouble – lend a helping hand. 	<p>For the Next Meeting:</p> <p>Kathy and Kelly will</p> <ol style="list-style-type: none"> 1. Name Strategy 2. Highlight Activity 3. List what we are currently doing 4. Determine next step 5. Assigned person responsible 6. Timeline
--	---	--

Guided Pathways for Planning Student	<p>There is a proposal at the State Chancellor's Office to allocate 200 million for implementation of the Guided Pathways Model. A group from Crafton will be attending a workshop in San Bernardino on October 20, 2017. If we decide to move forward, the Self Assessment is due on November 15, 2017 and the Work Plan is due on March 30, 2018.</p>	
<ul style="list-style-type: none"> Goals (Joanna Quejada) Success Rate for Dual Enrollment Students (Keith Wurtz) 	<p>Joanna Quejada will discuss goals for concurrent enrollment at the next meeting.</p> <p>Keith Wurtz provided a report on Dual Enrollment Students at CHC for Fall 2016:</p> <ul style="list-style-type: none"> Eight dual enrollment sections at the high schools Mostly female when compared to other CHC female students More likely to be Asian, African American, and from two or more races when compared to CHC population Dual enrollment students were most likely to be 17 years old followed by 16 years old Compared to other CHC students enrolled in the same course, dual enrolled students had a slightly lower course success rate Compared to other CHC students enrolled in the same course and taught by the same instructor, dual enrolled students had a substantially higher course success rate <p>Keith shared the following results from data he collected from SBVC while working at the District. This was based on a different model. Concurrently enrolled students could enroll in any course. The information collected was from 2011-2012 to 2015-2016.</p> <ul style="list-style-type: none"> Over the last five years there were 425 unduplicated dual enrolled students In 2015-2016 there were 80 dual enrolled students More likely to be Asian or Hispanic when compared to the SBVC population More likely to place in the transfer level English and math classes Students had a significantly higher course success rate than non-dual enrolled students enrolled in the same section as the dual enrolled students. 	
<p>New Courses and Programs</p> <ul style="list-style-type: none"> ESL Viability Study 	Will be discussed at the next meeting	
Frequency of Meetings	<p>Since there is a lot of work to accomplish, the committee agreed for now to meet the first and third Monday of the month. The next meeting is on October 2, 2017.</p>	

Miscellaneous	Crafton's FTES target for fall semester was 2,098. We are currently at 2101 including AB540 students. Our goal for the year is 4519.	
Next Meeting: Monday, October 2, 2017 at 1 p.m. in CCR 233		
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.	
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.	
Institutional Values:	Crafton Hills College values academic excellence, inclusiveness, creativity and the advancement of each individual.	