

Crafton Hills College Enrollment Strategies Minutes			Date: November 5, 2018 Time: 1:00 PM – 2:30 PM Location: CCR-233
Present			Visitors
Keith Wurtz, Co-Chair * T.L. Brink, Co-Chair Denise Allen * Artour Aslanian * Larry Aycock * James Garbow * Donna Hoffman *	Veronica Lehman * Mark McConnell * Kristina Heilgeist * Mike Strong * Alyssa Taylor *	Rebecca Warren-Marlatt * Sherri Wilson * Dan Word * Joe Cabrales * Gio Sosa *	Cheryl Broom, Interact, via phone *
<b>Committee Charge</b> The Enrollment Strategies Committee develop <u>s</u> , reviews <u>s</u> , and monitors progress on the Enrollment Strategy Plan.			
TOPIC	DISCUSSION		FURTHER ACTION
<b>1.0 Effective, Efficient and Transparent Processes</b> The College operates through effective processes and structures. All planning processes and decision-making are transparent, evidence-based, efficient, clearly defined...			
<ul style="list-style-type: none"><li>Review and approve minutes from October 15, 2018 (5 minutes)</li></ul>	Minutes from October 15, 2018 were approved as written.		
<ul style="list-style-type: none"><li>Update on Dr. Robert Johnstone attending committee meeting to discuss providing Guided Pathways support for two years through NCII on November 19. (5 minutes)</li></ul>	Skype with Dr. Robert Johnstone on Monday, November 19, 2018 at the next committee meeting is confirmed.		
<ul style="list-style-type: none"><li>Interact wants to visit with enrollment strategies on Thursday, November 29 review final plan (5 minutes)</li></ul>	Committee approved Interact meeting to finalize plan on Thursday, November 29, 2018.		
<ul style="list-style-type: none"><li>Interact review of draft marketing plan (20 minutes)</li></ul>	Interact reviewed draft of marketing plan and is taking any recommendations the committee has, they need to be emailed to Donna Hoffman no later than Wednesday, November 14, 2018.		
<ul style="list-style-type: none"><li>Review draft job description for Guided Pathways Coordinators (20 minutes)</li></ul>	Committee discussed and reviewed the job description, Committee agreed that the name needs to be changes to “Lead” not coordinator. Keith will revise with more detail and present at the next committee meeting.		
<ul style="list-style-type: none"><li>Review and update on identified Guided Pathways goals for the year (10 minutes):<ol style="list-style-type: none"><li>Explore Instructional / Counseling faculty leads and/or director – Review job duties</li><li>Identification of most and least popular majors as well as most often conferred degree</li><li>Enrollment Strategies Committee needs to define the framework for GP –</li></ol></li></ul>	Committee reviewed Guided Pathways 4 goals for the year. Committee has identified 1 but 2,3 and 4 still have to be looked at. Jimmy and Kristina are going to present a demo of Hobsons Starfish for the committee to see if it could assist with Guided Pathways.		Kristina and Jimmy will do a demonstration on Hobsons Starfish Degree Planner at next meeting November 19, 2018.

<p>Development of form to plan two-year pathway.</p> <p>4. Do we need to set a timeline for when to complete tasks for the next year?</p>		
<ul style="list-style-type: none"> <li>Review and discuss the <a href="#">Bakersfield pathways</a> model (Gio will tell us what he found out about coaching), Frank Madrid Model, and Sherri and Ernesto's work to inform development of template for GP, and the <a href="#">Sierra</a> Pathways model (25 minutes)</li> </ul>	<p>The Committee discussed what exactly a Guided Pathway is and has agreed to further look in to exploring a possible re-org to prioritize what is the most important for Guided Pathways.</p>	
<ul style="list-style-type: none"> <li>Review Commercial Music needs assessment data (10 minutes)</li> </ul>	<p>The committee will review this at next meeting.</p>	
<ul style="list-style-type: none"> <li>Review feedback from Faculty Department Chairs on what programs with demand and livable wage that we may have already started to develop and prioritize programs (20 minutes)</li> </ul>	<p>The committee will review this at next meeting.</p>	
<ul style="list-style-type: none"> <li>Next Enrollment Strategies Meeting is November 5, 2018 (5 minutes)</li> </ul>		
<p><b>2.0 Inclusiveness</b></p> <p>The College and its structures and processes are characterized by inclusiveness, openness to input, and respect...</p>		
<ul style="list-style-type: none"> <li>Other Items</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	
<p><b>Mission Statement</b></p> <p>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></p> <p>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></p> <p>Crafton Hills College values academic excellence, inclusiveness, creativity, and the advancement of each individual.</p>