

Crafton Hills College			Date: October 15, 2018
Enrollment Strategies Minutes			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 Kelli Dower Joe Cabrales Kirsten Colvey Mariana Moreno	James Garbow Donna Hoffman Alex Jaco Veronica Lehman Mark McConnell Van Muse Kristina Heilgeist Ernesto Rivera Tyrone Ross (Student)	Miriam Saadeh Floyd Simpson Giovanni Sosa Mike Strong Rebecca Warren-Marlatt Sherri Wilson Dan Word Vincent Tam (Student)	
Committee Charge			
The Enrollment Strategies Committee develop <u>s</u> , review <u>s</u> , and monitors progress on the Enrollment Strategy Plan.			
TOPIC	DISCUSSION		FURTHER ACTION
1.0 Effective, Efficient and Transparent Processes			
The College operates through effective processes and structures. All planning processes and decision-making are transparent, evidence-based, efficient, clearly defined...			
• Review and approve minutes from October 1, 2018 (5 minutes)	Minutes from October 1, 2018 were approved as written.		
• Update on contacting Dr. Robert Johnstone and attending committee meeting to discuss providing Guided Pathways support for two years through NCII – Is available by Skype on November 19? (5 minutes)	Committee agreed to Skype Dr. Robert Johnstone at our Enrollment Strategies meeting on November 19, 2018.		
• A.3.a and A.3.c of the IEPI plan address developing a marketing plan to increase enrollment. As part of that process, Interact will attend Enrollment Strategies Committee to receive our ideas for increasing enrollment (30 – 85 minutes)	Committee and Interact discussed new marketing techniques, what would help our enrollment, how to help current students and how to make the enrollment process user friendly.		
• Interact wants to visit with enrollment strategies on November 29 or 12-6 to 12-14 to review final plan after receiving input from CHC on draft plan (15 minutes)	Will discuss at next meeting.		
• Review the results from the Spring 2018 Committee Self-Evaluation (5 minutes)	Will discuss at next meeting.		
• Review and update on identified Guided Pathways goals for the year (10 minutes): 1. Explore Instructional / Counseling faculty leads and/or director – Review job duties 2. Identification of most and least popular majors as well as most often conferred degree	Will discuss at next meeting.		

<p>3. Enrollment Strategies Committee needs to define the framework for GP – 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>	Will discuss at next meeting.	
<ul style="list-style-type: none"> <li>Review Commercial Music needs assessment data (10 minutes)</li> </ul>	Will discuss at next meeting.	
<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>	Will discuss at next meeting.	
<ul style="list-style-type: none"> <li>Next Enrollment Strategies Meeting is November 5, 2018 (5 minutes)</li> </ul>		
<b>2.0 Inclusiveness</b> The College and its structures and processes are characterized by inclusiveness, openness to input, and respect...		
<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>