

Crafton Hills College Enrollment Strategies Minutes			Date: April 1, 2019 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 Alex Jaco Ericka Paddock Evan Sternard Kelli Dower *	Veronica Lehman * Mark McConnell * Kristina Heilgeist * Mike Strong * James Garbow * Robert McAtee Ernesto Rivera Kathy Wilson Mariana Moreno *	Rebecca Warren-Marlatt * Sherri Wilson * Dan Word * Donna Hoffman * Jo Cabrales * Van Muse * Floyd Simpson Kevin Horan Kirsten Colvey *	
<b>Committee Charge</b> The Enrollment Strategies Committee develops, reviews, 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 February 4, 2019 (5 minutes)</li></ul>	The Committee approved the minutes from February 2, 2019 as written.		
<ul style="list-style-type: none"><li>Review IEPI plan and report to IEPI (20 minutes)</li></ul>	Committee reviewed IEPI Plan and Report.		
<ul style="list-style-type: none"><li>Brainstorm ideas for IEPI enrollment student focus group and next steps: Why did you come here? Why did you stay? What sections do you want? Why did you leave? How can we serve you better? Scheduling? Availability of Courses? (20 minutes)</li></ul>	Committee reviewed and came up with some feedback for questions: What are some reasons your friends did not choose Crafton? What’s missing as far as programs and courses at Crafton? Focus on high school students? Ask different ethnicities why not Crafton? What marketing strategies work best for students? Ask high school students what is there perception on Crafton? What search engine did you use to find a College? Ask current students what do we do right, what do we do wrong and what frustrates you the most about Crafton?	Keith and Artour are going to move this forward.	
<ul style="list-style-type: none"><li>Prioritize new programs for program viability studies (20 minutes)</li></ul>	Committee is considering moving forward with Sound Engineering and adding Music Business, Construction Management and Event Planning/Hospitality Management.	Reach out to ESRI. Reach out to Sorenson Engineering.	
<ul style="list-style-type: none"><li>System is predicting recession in 21-22. Review and revise the prioritization developed previously for cutting classes. Consider in relation to mission, student success, and funding formula (20 minutes)</li></ul>	Committee reviewed and discussed ways to look at classes and determine how they should be evaluating if they are looking into cutting the class. This is something the committee will be looking at for the next 8 weeks.	Mark will look into ASCCC.  Keith will look into other colleges to see if they have something similar.	

<ul style="list-style-type: none"> <li>Close to Completion Report through Degree Planner and Secondary Database – Kristina and Artour (20 minutes)</li> </ul>	<p>Kristina and Artour reviewed the Completion Report. Committee had a lot of questions regarding the way the report is ran and the information.</p>	
<ul style="list-style-type: none"> <li>Next Enrollment Strategies Meeting is May 15, 2019 (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>