

Crafton Hills College Enrollment Strategies Minutes			Date: September 16, 2019 Time: 1:00 PM – 2:30 PM Location: CCR-233
Present			Visitors
Keith Wurtz, Co-Chair T.L. Brink, Co-Chair Artour Aslanian Alex Jacob Kristina Heilgeist	Mark McConnell James Grabow Ernesto Rivera Mariana Moreno	Mike Strong Dan Word Michelle Riggs Joe Cabrales	Alyssa Taylor
Committee Charge The Enrollment Strategies Committee develops, reviews, 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...			
<ul style="list-style-type: none">Review and approve minutes for May 6, 2019 (5 minutes)	Minutes from May 6, 2019 were approved as written.		
<ul style="list-style-type: none">Review ES Committee charge and reconcile (10 minutes)	Online Charge “The Enrollment Strategies Committee develop, reviews and monitors progress on the Enrollment Strategy Plan” Organizational Handbook “The Enrollment Strategies Committee develops reviews, monitors progress and makes recommendations on the Enrollment Strategy Plan with input from appropriate constituents to align with and advance the goals of the District Enrollment Plan.” Committee prefers the Handbook Charge over the Online Charge. Gio also mentioned that Kevin would like the Charges to only be shown in the handbook rather than online.		Send to Crafton Council for approval to only change Charge in Handbook rather in Online. In future have link to Handbook on website .
<ul style="list-style-type: none">Review ES Committee membership (20 minutes)	Online Membership (Term is 2 years) <ul style="list-style-type: none">7 Managers (to be determined) 7 Faculty (appointed by Academic Senate; recommending at least one or more from each division)2 Classified Staff (one appointed by CSEA; one appointed by Classified Senate)1 Student (appointed by Student Senate) Organizational Handbook (Term is 2 years) <ul style="list-style-type: none">Vice President of Instruction or designee;Vice President of AS or designee;Vice President of Student Services or designee;		Committee is good with the Organizational Handbook (Term is 2 years)

	<ul style="list-style-type: none"> • One manager appointed by the President; • One Classified Senate representative; • One CSEA representative; • Five faculty appointed by Academic Senate; • Institutional Effectiveness, Research and Planning representative; • Student Senate representative <p>Committee discussed and prefers the Organizational Handbook over the Online Membership.</p>	
<ul style="list-style-type: none"> • Gio will provide update on the focus group (10 minutes) 	<p>Gio reviewed the updates on the focus group. The logistic items that are still being worked on are the sampling procedures that consist of the CTE group, African American group and the Hispanic group. This is called Stratified Sampling and the research office will be responsible for reaching out to students.</p> <p>The Committee reviewed the questions that they came up with for the focus group in our last meetings. These questions are for current students, Why did you come here why did you stay? What sections do you want? How can we serve you better? Scheduling and availability of courses? What marketing strategies would work for you Pandora, YouTube, etc.? Also try and reach out to students who did not enroll, but filled out registration, Why did you choose not to enroll?</p>	<p>Gio will work with the information that was provided by the committee.</p>
<ul style="list-style-type: none"> • Gio will review draft meta-majors for committee based on Focus to Career, which will align meta-majors for students regionally (45 minutes). 	<p>Gio reviewed the meta-majors the committee discussed if the meta-majors work for everyone, Ernesto mentioned that the name may need to be changed from meta-majors to possibly pathways. The division of Arts may have problems with theater and multi-media being linked with English, Communications and Journalism as some of the core major classes are very different. First step is to approve the meta-majors as a campus, second step draft the specific course pathways and third step would be to agree on the pathways and fourth step would be to put it out to students. Fifth step could possibly be</p>	<p>Next step is to take to senate. Keith will share with Mark, and Keith will also start to look for a full time or adjunct faculty to help foresee with the process.</p>

	an assessment students could take to help them.	
2.0 Inclusiveness The College and its structures and processes are characterized by inclusiveness, openness to input, and respect...		
<ul style="list-style-type: none"> Other Items 	<ul style="list-style-type: none"> Review standard 1B1. 	Committee referred to the Focus Groups and Meta Majors. Reviewed the QEI's in Enrollment Strategies and established targets and reviewed the targets. Look at the minutes from local and regional advisory committees for CTE programs.
3.0 Future Agenda Items		
<ul style="list-style-type: none"> Review data that aligns with four pillars and create dashboards to monitor progress: https://www.taftcollege.edu/academics/guided-pathways/ 	<ul style="list-style-type: none"> Funding Model definitions and how it applies to us. 	
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.