

Crafton Hills College Enrollment Strategies Minutes			Meets 1 st & 3 rd Monday's Date: February 1, 2021 Time: 1:00 PM – 2:30 PM Location: Zoom Hyperlink
Members Present in Bold Font			Visitors
Keith Wurtz, Co-Chair TL Brink, Co-Chair Artour Aslanian Brandi Bailes James Grabow	Veronica Lehman Kristina Heilgeist Michelle Riggs Ernesto Rivera Mariana Moreno	Giovanni Sosa Delmy Spencer Michael Strong Dan Word Kirsten Colvey	Christina Abernathy
Committee Charge The Enrollment Strategies Committee primary focus is to sustain long-term student success and access by: <ul style="list-style-type: none">Using qualitative and quantitative data to inform recommendationsEvaluating on-going enrollment trends, activities, and initiativesInitiating research on scheduling at the department and division levelsDeveloping, reviewing, and monitoring progress toward strategic enrollment planning goalsAssessing, evaluating, and making recommendations for student support strategies to enhance student access, success, persistence, and goal attainmentSupporting equity and inclusion in our decision-making			
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 from November 16, 2020 (5 minutes)	Minutes were approved as written.		
<ul style="list-style-type: none">QFE (Enrollment Dashboard): Review current enrollment (5 minutes)	Keith mentioned a little downturn from 2,006 last semester to currently 1,817, approximately 9%. Enrollments have been fluctuating between being 4% to 10% down from last spring. TL asked where the loss is concentrated, i.e., certain programs, etc.		Artour will work with Michelle and provide dates to track the impact of marketing strategies. Artour can make some programming changes so that negative numbers can show up. Can create a dashboard looking at enrollments, daily basis by student and disaggregate by demographics and by discipline. All of this could take a few months.
<ul style="list-style-type: none">QFE: Review Enrollment Targets for 2021-2022	Target RFTES at 4,514 (2020-2021). Need to get back to 4,851 (2019-2020), by 2021-2022.		
<ul style="list-style-type: none">Review CNA Program information (30 minutes) – Dan and TL	It will be moved to our next meeting's agenda.		
<ul style="list-style-type: none">Review the drafted Enrollment Management objectives and update PPR Web Tool (30 minutes)	Keith reviewed progress on the objectives from last year's plans. TL and others would like to see some responses, data, descriptions, and feedback added to Progress and Measurements sections. Artour does have some data.		Keith did some updating of Status Codes, Progress and Measurements. He will work on updating the items identified in the enrollment strategies plan. Will look at goals and objectives that we want to add or carry-over. Artour will send Keith some data to add.
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"> 	
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/ Review draft of additional priorities for reducing sections – Research examining preference between synchronous and asynchronous Delmy suggested it would be a good idea to review the persistence data. 	<ul style="list-style-type: none"> Delmy spoke of the updated D.I. data that Research office completed. Would be a good idea to review persistence data as it is important to this committee. 	
<p>Mission Statement</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>Vision Statement</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>Institutional Values</p> <p>Crafton Hills College values academic excellence, inclusiveness, creativity, and the advancement of each individual.</p>

Enrollment Strategies Committee Norms

- We will start and end meetings on time;
- We will follow agenda;
- We will read materials, minutes, etc. and be prepared to discuss at meetings;
- We will listen to our colleagues without interruption and will show mutual respect;
- We will operate on consensus and seek agreements all can “live with;”
- We will make decisions based on clear information;
- We will bring closure to decisions;
- We will support committee recommendations;
- We will accept the fact that there will be differing opinions;
- We will use the best interest of our stakeholders (especially students) as the basis for our decision making;
- We will honor brainstorming without being attached to our viewpoint;
- We will give the opportunity for all members to contribute;
- We will be free to speak our minds without fear of reprisal;
- We will be transparent with our colleagues and our positions on issues;
- We will identify pending issues, agreements, and action steps at the end of the meetings;
- We will stay focused on topics under the charge of the committee
- We will report back to and seek input from constituents
- We will work to support equity and inclusion in our decision-making