

Crafton Hills College Enrollment Strategies Minutes			Meets 1 st & 3 rd Monday's Date: April 19, 2021 Time: 1:00 PM – 2:30 PM Location: Zoom Hyperlink
Members			Visitors
Keith Wurtz, Co-Chair T.L. Brink, Co-Chair Artour Aslanian Brandi Bailes James Grabow	Veronica Lehman Mariana Moreno Michelle Riggs Ernesto Rivera Kristina Heilgeist Sabrina Jimenez	Giovanni Sosa Delmy Spencer Michael Strong Dan Word Kirsten Colvey Joe Cabrales	Alyssa Taylor Larry Aycock Diana Vaichis
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 April 5, 2021 (5 minutes)	Minutes were approved as written.		
<ul style="list-style-type: none">QFE: (Enrollment Dashboard): Review current enrollment (5 minutes)	Getting a message out to student about summer staying remote and what will be offered. Research office did a survey on what students preferred and there number 1 was online/zoom or hybrid, second was in person. Change enrollment priority for students from four-year school. Explore changing priority for these students. Students can ask for exemption. Students needs to know that this is a possibility. Need something in application that indicators they are summer only from four-year school. Possible solution application question to identify. Explore and work with TESS and see if we can auto exempt anyone transferring credit into CHC.		Keith will work on messaging to reassure students summer schedule will not change. Request Data: Number of students swirl.
<ul style="list-style-type: none">QFE: Review the Reasons why students Drop a course (15 minutes)			Do literature review to improve options. Work with research to develop additional drop reasons: Stressed, medical reasons, work schedule, failing curses and not aware of support, didn't understand there was a linked course? Instructor? (Instructors approach, teaching style, didn't align with my needs.)
<ul style="list-style-type: none">Career and Academic Pathways Update (Standing Agenda Item (5 minutes)			

<ul style="list-style-type: none"> QFE: Provide an update on how the research on the relationship between class length and course success is being used (10 minutes) 	<p>Artour presented to Chairs and Counselors. Feed back from counselors was great.</p>	
<ul style="list-style-type: none"> Review the research on Asynchronous and Synchronous Sections and Course Success (20 minutes) 	<p>Diana reviewed the 3 question the committee was looking into. For Asynchronous and Synchronous Section there is really no difference in the enrollment. When taking a closer look 54% only enrolled for Asynchronous. Research also looked into Ethnicity, Gender and Age and all of the percentages were close. Look at qualitative data. Students are looking for something completely online and or hybrid.</p>	
<ul style="list-style-type: none"> Continue drafting CNA Program Viability Document: https://sbccd.sharepoint.com/:w:/s/EnrollmentStrategies/EczvrWJDkcdHtD08pVJTMUkBFROJ1hHdjmcBI4dGQdxgyw?email=kwurtz%40craftonhills.edu&e=mzBLki (30 minutes) 	<p>Keith will bring back to next meeting.</p>	
<ul style="list-style-type: none"> Review the drafted Enrollment Management objectives and update PPR Web Tool – Start with Goal 4 (15 minutes) 		
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/ Check with Marketing and OIERP to see if learned anything from an examination of marketing strategies related to enrollment changes Check in with OIERP to see if created a dashboard to view enrollments that can be disaggregated by student demographics 	<ul style="list-style-type: none"> 	
<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