

Crafton Hills College Enrollment Strategies Minutes			Meets 1 <sup>st</sup> & 3 <sup>rd</sup> Monday's Date: May 3, 2021 Time: 1:00 PM – 2:30 PM Location: <a href="#">Zoom Hyperlink</a>
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
<b>Committee Charge</b> The Enrollment Strategies Committee primary focus is to sustain long-term student success and access by: <ul style="list-style-type: none"><li>Using qualitative and quantitative data to inform recommendations</li><li>Evaluating on-going enrollment trends, activities, and initiatives</li><li>Initiating research on scheduling at the department and division levels</li><li>Developing, reviewing, and monitoring progress toward strategic enrollment planning goals</li><li>Assessing, evaluating, and making recommendations for student support strategies to enhance student access, success, persistence, and goal attainment</li><li>Supporting equity and inclusion in our decision-making</li></ul>			
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 April 19, 2021 (1 minute)</li></ul>	The minutes from April 19, 2021 were approved as written.		
<ul style="list-style-type: none"><li>QFE: (<a href="#">Enrollment Dashboard</a>): Review current enrollment (2 minutes)</li></ul>	Keith reviewed the currently enrollments for Summer 2021.		
<ul style="list-style-type: none"><li>QFE: Progress on developing additional options to identify why students drop courses (1 minute)</li></ul>	The Office of Institutional Effectiveness, Research and Planning is currently reviewing the literature.		Agenda item will be moved to first meeting in Fall 2021.
<ul style="list-style-type: none"><li>Career and Academic Pathways Update (Standing Agenda Item (1 minute)</li></ul>	Keith provided an updated and Career and Academic Pathways and the plan to complete the website in Fall 2021.		
<ul style="list-style-type: none"><li><a href="#">Complete committee self-evaluation</a> (5 minutes)</li></ul>	The committee completed the committee self-evaluation during the committee meeting.		
<ul style="list-style-type: none"><li>QFE: Michael Goss from the Centers of Excellence for Labor Market Research will present on CHC's local workforce demand assessment: <a href="http://coeccc.net/reports/Crafton_Hills_College_Local_Workforce_Demand_Assessment">http://coeccc.net/reports/Crafton_Hills_College_Local_Workforce_Demand_Assessment</a> (40 minutes)</li></ul>	Michael Goss presented the Labor Market Research on CHC's local workforce demand assessment.		Review study at first fall ESC meeting as a refresher.
<ul style="list-style-type: none"><li>Continue drafting CNA Program Viability Document: <a href="https://sbccd.sharepoint.com/:w:/s/EnrollmentStrategies/EczvrWJDkcdHtD08pVJTMUkBFROJ1hHdjmcBI4dGQdxgyw?email=kwurtz%40craftonhills.edu&amp;e=mzBLki">https://sbccd.sharepoint.com/:w:/s/EnrollmentStrategies/EczvrWJDkcdHtD08pVJTMUkBFROJ1hHdjmcBI4dGQdxgyw?email=kwurtz%40craftonhills.edu&amp;e=mzBLki</a> (30 minutes)</li></ul>	The committee reviewed the CNA Program Viability Document. The document needed the cost information for the program.		Review final draft at first fall ESC meeting.
<ul style="list-style-type: none"><li>Review the drafted Enrollment Management objectives and</li></ul>			Move to the next ESC meeting.

update PPR Web Tool – Start with Goal 4 (15 minutes)		
<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>	
<b>3.0 Future Agenda Items</b> <ul style="list-style-type: none"> <li>Review data that aligns with four pillars and create dashboards to monitor progress:  <a href="https://www.taftcollege.edu/academics/guided-pathways/">https://www.taftcollege.edu/academics/guided-pathways/</a> </li> <li>Check with Marketing and OIERP to see if learned anything from an examination of marketing strategies related to enrollment changes</li> <li>Check in with OIERP to see if created a dashboard to view enrollments that can be disaggregated by student demographics</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	
<b>Mission Statement</b> The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.	<b>Vision Statement</b> 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.	<b>Institutional Values</b> Crafton Hills College values academic excellence, inclusiveness, creativity, and the advancement of each individual.

### **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