

Crafton Hills College Enrollment Strategies Agenda			Meets 1 <sup>st</sup> & 3 <sup>rd</sup> Monday's Date: September 20, 2021 Time: 1:00 PM – 2:30 PM Location: <a href="#">Zoom Hyperlink</a>
Members			Visitors
Keith Wurtz, Chair T.L. Brink Artour Aslanian Brandi Bailes James Grabow Ernesto Rivera	Veronica Lehman Mariana Macamay Michelle Riggs Joe Cabrales Dan Word Karen Peterson	Giovanni Sosa Delmy Spencer Michael Strong	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 May 3, 2021 (1 minute)</li></ul>			
<ul style="list-style-type: none"><li>QFE: Review the results of the <a href="#">Committee Self-Evaluation</a> from Spring 2021 (15 minutes)</li></ul>			
<ul style="list-style-type: none"><li>QFE: (<a href="#">Enrollment Dashboard</a>): Review current enrollment (2 minutes)</li></ul>			
<ul style="list-style-type: none"><li>Career and Academic Pathways Update (Standing Agenda Item (1 minute)</li></ul>			
<ul style="list-style-type: none"><li>Marketing Monthly Update and Development of Tagline (15 minutes)</li></ul>			
<ul style="list-style-type: none"><li>QFE: Review final draft of CNA (30 minutes)</li></ul>			
<ul style="list-style-type: none"><li><a href="#">Using Canvas to Increase Course Clarity</a> - Kay (20 Minutes)</li></ul>			
<ul style="list-style-type: none"><li>QFE: Review literature review on reasons why students drop and decide on Web Advisor choices – Artour (15 minutes)</li></ul>			
<ul style="list-style-type: none"><li>Single Point Application District Feasibility Feedback (15 minutes)</li></ul>			
<ul style="list-style-type: none"><li>Review the drafted Enrollment Management objectives and update PPR Web Tool – Start with Goal 4 (15 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>	
<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>	
<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>

## **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