

Crafton Hills College Enrollment Strategies Minutes			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	Kristina Heilgeist Kay Weiss
<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>	Giovanni Sosa facilitated the meeting. The minutes were approved as written.		
<ul style="list-style-type: none"><li>Reviewed the Charge and Membership (10 minutes)</li></ul>	Gio reviewed the charge and the membership. Reviewed the culture for decision making. Committee agreed to move forward with the consensus model for decision making. No changes to management, faculty or students.		Gio will contact the Student Senate about a student appointment.  Keith will take the following change to the membership to Crafton Council: A minimum of two Classified Staff (one appointed by CSEA and one by Classified Senate.
<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>	Gio introduced the Committee Self-Evaluation and the dashboard for viewing the results of the evaluation. Gio reviewed the committee self-evaluation results. Quick turn-around for providing data to inform decision making. Open-ended suggestion to provide more clarity on topics. Committee does a good job coming up with ideas and these sort of get lost. Have talked about high school programs. Provide an update on dual enrollment.		Review the committee self-evaluation results at Crafton Council to address concerns identified in committee self-evaluation.  Set-up process for exploring suggested ideas and where they go and what happens to them.  Invite Ivan to provide update on dual enrollment.
<ul style="list-style-type: none"><li>QFE: (<a href="#">Enrollment Dashboard</a>): Review current enrollment (2 minutes)</li></ul>	Keith gave summary of Fall 2021 enrollment and reviewed the process for developing the Spring 2022 schedule. Committee discussed survey results, fall 2021 enrollment trends, and local area college trends.		
<ul style="list-style-type: none"><li>Career and Academic Pathways Update (Standing Agenda Item (1 minute)</li></ul>	Moved to next agenda.		

<ul style="list-style-type: none"> <li>Marketing Monthly Update and Development of Tagline (15 minutes)</li> </ul>	<p>Michelle reviewed the background illustrated below.</p> <ul style="list-style-type: none"> <li>Program Review Process</li> <li>Hired a local agency, Hyatt-Ward Advertising, to work on a brand identity campaign which will include the following:               <ul style="list-style-type: none"> <li>Development of tagline (positioning statement and headline)</li> <li>Branding guide with sub graphics, textures, icons, custom photo library, stylized imagery, layout, and design templates.</li> <li>Creative concept, content, and design.</li> <li>Website homepage with 10 subsequent page layouts and copy.</li> <li>Fast facts handout</li> <li>Alumni info sheet</li> </ul> </li> <li>Our first step is to develop a tagline which will set the tone for the marketing that follows</li> <li>Began this process by asking our campus community how they see the brand currently and how they want the brand to be perceived.</li> <li>We have also providing them with research from the focus groups, CCSSE survey, and Student Satisfaction survey.</li> </ul> <p>Michelle reviewed the survey results.</p>	
<ul style="list-style-type: none"> <li>QFE: Review final draft of CNA (30 minutes)</li> </ul>	Keith reviewed the CNA Program Viability.	Keith and Dan will take to Academic Senate.
<ul style="list-style-type: none"> <li><a href="#">Using Canvas to Increase Course Clarity</a> - Kay (20 Minutes)</li> </ul>	Kay mentioned students appreciate having clarity and easy ways to find out information about their courses. Survey indicated that students like having information in Canvas. Faculty post basic items in Canvas, syllabus, office hours, and contact information as a minimum. If all of the students are in Canvas, can distribute surveys and improve response rate on surveys. TL suggested here is the way you send your syllabus is that you put it on Canvas. This can be where faculty post there hours, which is required.	Keith will explore using Canvas as way to submit syllabus.
<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>	

<p><b>3.0 Future Agenda Items</b></p> <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>		
<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