

| Crafton Hills College Enrollment Strategies Minutes | | | Meets 1 st & 3 rd Monday's Date: October 4, 2021 Time: 1:00 PM – 2:30 PM Location: Zoom Hyperlink |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 Ivan Pena Brandice Mello | Alyssa Taylor |
| 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 September 20, 2021 (1 minute) | Keith made some changes to the minutes. Minutes approved as written. | | |
| <ul style="list-style-type: none">QFE: (Enrollment Dashboard): Review current enrollment (2 minutes) | Enrollment 16% lower than last Fall. Students would like to see asynchronous. Members requested research for drop rates for Science and Math. Committee wants to see data to decide on 2022 summer schedule if it should be 50/50 online and Face to Face. 60% in person and 40% online/hybrid was also suggested. | | Keith is going to research by divisions for online and in person. |
| <ul style="list-style-type: none">Career and Academic Pathways Update (Standing Agenda Item - 5 minutes) | | | |
| <ul style="list-style-type: none">Standing Agenda Item – Review prior recommendations (10 minutes) | Update on dual enrollment, changes to the membership, course withdrawal literature review | | |
| <ul style="list-style-type: none">Dual Enrollment Update (10 minutes) – Ivan | Ivan reviewed the courses that Redlands Dual Enrollment wants to offer 8 courses. Yucaipa is only wanting to offer 3 courses, Yucaipa does not offer credits for college courses. | | Ivan will examine Pre-Calculus as possible option for Redlands. |
| <ul style="list-style-type: none">Review the membership (10 minutes) – Gio | Review at next meeting. | | |
| <ul style="list-style-type: none">Marketing Monthly Update (5 minutes) – Michelle | Michelle reviewed Niche Marketing results. Students are looking at CHC and then looking into UC's. | | Michelle will put a research request in to learn a bit more about the grade that Niche is scoring CHC. |
| <ul style="list-style-type: none">QFE: Review the Environmental Scan Results (40 minutes) - Gio | Programs to consider developing would be Heavy and Tractor-Trailer Truck Drivers, office Clerks, Dental Hygienists, Occupational Therapy Assistant and a CNA. | | |

| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Course withdrawal literature review (15 minutes) | <p>Keith reviewed the results of the literature review. The literature review identified two different categories of why students would drop a course: Academic and Non-Academic Factors. Based on the literature review, there are some additional reasons that can be added to the survey when students drop. TL suggested reframing the question about students plan for withdrawal.</p> | <p>Keith will bring back two options for the committee to review at the next meeting.</p> |
| 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 | | |
| 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/ | | |
| <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