

Crafton Hills College Enrollment Strategies Minutes			Meets 1 st & 3 rd Monday's Date: November 1, 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 Larry Aycock	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 the minutes from October 4, 2021 (1 minute)	The minutes were approved as written.		
<ul style="list-style-type: none">QFE: (Enrollment Dashboard): Review current enrollment (2 minutes)	The enrollment FTES for the year that is provided to the Board was reviewed and discussed by the committee.		
<ul style="list-style-type: none">Career and Academic Pathways Update (Standing Agenda Item - 5 minutes)	Requesting funding for an introduction video. Change to home page go to Crafton Council. Suggest changing exploratory to a question: I don't know what I want to do. Include assessments.	Keith will take the home page change to Crafton Council. Keith will take suggestion better describe the exploratory pathway for students to GP taskforce.	
<ul style="list-style-type: none">QFE: Marketing Monthly Update (15 minutes) – Michelle	Michelle reviewed the results from the Tagline survey. Michelle will bring samples of how using taglines back to ESC.		
<ul style="list-style-type: none">Standing Agenda Item – Review prior recommendations/actions (5 minutes)	Changes to the enrollment strategy membership, and drop reason survey options		
<ul style="list-style-type: none">Guided Pathways report due to CCCC on November 30, 2021 (20 minutes)	The committee reviewed the survey questions and develop responses in small groups.		
<ul style="list-style-type: none">Review the membership (10 minutes) – Gio	Slight modification to membership. A minimum of two Classified Staff (one appointed by CSEA; one appointed by Classified Senate).	Keith will take membership change to Crafton Council: "A minimum of two Classified Staff (one appointed by CSEA; one appointed by Classified Senate)."	
<ul style="list-style-type: none">Review changes to searching the schedule - Mariana (10 minutes)	Search by CSU and UC Transferable. Add Valley search options. Add late start if possible and would need to define. On the eSchedule have the search schedule options first on the class schedule page: https://www.craftonhills.edu/admissions-and-records/enroll/class-schedule/index.php . Add definitions of	Keith will move forward with recommended changes to searching options for the eSchedule.	

	zoom remote on the actual page: https://www.craftonhills.edu/admissions-and-records/enroll/class-schedule/index.php . Do focus group on enrollment process page.	
<ul style="list-style-type: none"> QFE: Review two options for student drop reason survey (15 minutes) 		Item moved to next agenda.
<ul style="list-style-type: none"> Single point Application District Feasibility Feedback (15 minutes) 	Legal reasons each college need to have own application because of residency requirements. Exploring one application would allow registration at either college. Title 5 says college needs to establish residency.	
<ul style="list-style-type: none"> QFE: Discuss requirement to drop inactive/no show students and relation to bots enrolling non-existent students (10 minutes) 	Larry provided an update on how the District and the College has been affected by bots enrolling non-existent students. Currently, the District or the College has not been impacted by these bots.	
<ul style="list-style-type: none"> QFE: Review the Weekly FTES Summary (15 minutes) 	Reviewed above in agenda item 2.	
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/ 		
Mission Statement The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.	Vision Statement 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.	Institutional Values 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