

Crafton Hills College Enrollment Strategies Minutes			Meets 1 <sup>st</sup> & 3 <sup>rd</sup> Monday's Date: December 6, 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 Brandice Mello Kristina Heilgeist Laurie Green	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 the minutes from November 15, 2021 (1 minute)</li></ul>	The Minutes from 11/15/2021 were approved as written.		
<ul style="list-style-type: none"><li>QFE: (<a href="#">Enrollment Dashboard</a>): Review current enrollment (2 minutes)</li></ul>	As of today, our FTES are 24% down. T.L suggests comparing to other colleges. Ask about innovative ideas to increase enrollments. Serving fewer students this semester than last semester. Is there a correlation with SBVC being primarily online and lower decreased in enrollment? Crafton has seen 1400 less contacts in Transfer Center than last year. Counseling reduced online services. Financial Aid sees more traffic online. Suggested that work on marketing online services to students.		Keith is going to look into SBVC FTES.
<ul style="list-style-type: none"><li>Career and Academic Pathways Update (Standing Agenda Item - 5 minutes)</li></ul>			
<ul style="list-style-type: none"><li>QFE: Marketing Monthly Update (15 minutes) – Michelle</li></ul>	Adds are on Spanish radio, social media, marketing going on and event is scheduled for Jan. 5. Suggested to send out to campus community. 33 students responded to casting call. Students really enjoyed experience. Michelle will have samples.		
<ul style="list-style-type: none"><li>Review information from <a href="#">‘Rethink, reinvent and adapt’</a>, <a href="#">WAHED tells higher education</a> (15 minutes – TL)</li></ul>			
<ul style="list-style-type: none"><li>Guided Pathways report due to CCCCCO on December 17, 2021 (20 minutes)</li></ul>			

<ul style="list-style-type: none"> <li>QFE: Review two combined options for student drop reason survey (15 minutes)</li> </ul>	<p>Once finalize can link with Starfish can send follow-up messaging. Identify which options that would generate an automatic message to provide support students. List is longer than what we started with. Running the risk have students not completing. Remove the planned resolution section completely. Suggested delaying the drop for 24-48 hours to see if can reach out and helping them.</p>	
<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>		
<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> </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