

Crafton Hills College Enrollment Strategies Minutes			Meets 1 st & 3 rd Monday's Date: February 7, 2022 Time: 1:00 PM – 2:30 PM Location: Zoom Hyperlink
Members			Visitors
Keith Wurtz, Chair T.L. Brink 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
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 December 6, 2021 (1 minute)			
<ul style="list-style-type: none">QFE: (Enrollment Dashboard): Review current enrollment (2 minutes)	Keith reported that we are down approximately \$10,000,000 in FTES from 2019-2020. May take five years to get back to 2019-2020 enrollments. We have \$328,024 to encourage enrollment at Crafton. District wants to compile and have a districtwide effort. District is exploring marketing efforts. Crafton looking at supporting outreach. Would be good for us to review planning and strategies. What extent is outreach combined with qualitative research? How are prospective students figuring out not going to college? How do we counter that narrative? Why are students interested in college?	Next agenda will review strategies in Enrollment Plan, qualitative research, and the Institutional Advancement PPR. Review qualitative research that has been done on enrollment.	
<ul style="list-style-type: none">Career and Academic Pathways Update (Standing Agenda Item - 5 minutes)	GP Taskforce is almost done with the two-year plans. Have gone to AS for last minute updates. Going online by end of month. We will be adding pathways to CCCApply, limit of 2 pathways per program. The CAPS will be part of application process.		
<ul style="list-style-type: none">QFE: Marketing Monthly Update (5 minutes) – Michelle	Advertising campaign of \$11,000 on social media, radio, digital media, and post cards. Resulted in 83 students who registered for Spring 2022 during the		

	<p>five-hour event. Results in \$53,000 in additional apportionment.</p> <p>Working with CalWorks marketing campaign. Scheduling a photo shoot with students and children and would market to encourage CalWorks students to come to Crafton. Includes radio, digital media, and billboard. Targeted outreach to K-12s. Pushing summer and fall enrollment.</p> <p>Branding campaign and photo shoots with students turned out well. Incorporating GP into all of the marketing campaigns. Are updating counseling and UTC.</p>	
<ul style="list-style-type: none"> Group activity: Draft, revise, and update the Guided Pathways Scale of Adoption due in March 2022 (30 minutes) - Gio 	<p>Gio reviewed the process for documenting progress on guided pathways with the Scale of Adoption due in March. Link to the google doc. The committee provided input into the SOA on pillars I, II, and III.</p>	
<ul style="list-style-type: none"> Review the BS in Respiratory Care Therapy Program Proposal (15 minutes) 		Move to next agenda.
<ul style="list-style-type: none"> Providing every instructor with student background information: ethnicity, race, age, sex, sexual orientation, first generation, parental status, relevant disabilities (20 minutes) – Keith, TL, and Gio 		Move to next agenda.
<ul style="list-style-type: none"> Review the Inland Empire Desert Regional Consortium Conversion (i.e. Marketing) Campaign (15 minutes) – Dan 		Move to next agenda.
<ul style="list-style-type: none"> QFE: Finalize the drop reasons survey (15 minutes) 		Move to next agenda.
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