

Crafton Hills College Enrollment Strategies Agenda			Meets 1 st & 3 rd Monday's Date: March 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 February 7, 2022 (1 minute)			
<ul style="list-style-type: none">QFE: (Enrollment Dashboard): Review current enrollment (2 minutes)			
<ul style="list-style-type: none">Career and Academic Pathways Update (Standing Agenda Item - 5 minutes)			
<ul style="list-style-type: none">QFE: Marketing Monthly Update (5 minutes) – Michelle			
<ul style="list-style-type: none">Student Equity Planning 2.0 (30 minutes)Hispanic Transfer Level Math and English LinkHispanic Transfer Objective LinkAfrican American Fall to Spring Persistence LinkAfrican American Degree Objective Link			
<ul style="list-style-type: none">Review the enrollment strategies identified in the Enrollment Strategies and Institutional Advancement plans as well as qualitative enrollment research and identify action items to increase enrollment (30 minutes)			
<ul style="list-style-type: none">Review the BS in Respiratory Care Therapy Program Proposal (15 minutes)			
<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		
<ul style="list-style-type: none"> Review the Inland Empire Desert Regional Consortium Conversion (i.e. Marketing) Campaign (15 minutes) – Dan 		
<ul style="list-style-type: none"> QFE: Finalize the drop reasons survey (15 minutes) 		
<ul style="list-style-type: none"> Review the Enrollment Strategies accomplishments for the 2021 – 2022 academic year 	<ul style="list-style-type: none"> Developed, created, and implemented CNA program Based on research showing students more likely to successfully complete compressed courses, increased the offering of compressed classes Developed, researched and implemented new taglines: Let's go, and your tomorrow starts today. Developed and implemented branding guide Developed and implemented Career and Academic Pathways website Drafted, completed, and submitted the Guided Pathways report The committee drafted the Scale of Adoption Guided Pathways report due in March 2022 	
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