

<b>Crafton Hills College</b> <b>Enrollment Strategies Minutes</b>			<b>Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Monday's</b> <b>Date: March 7, 2022</b> <b>Time: 1:00 PM – 2:30 PM</b> <b>Location: <a href="#">Zoom Hyperlink</a></b>
<b>Members</b>			<b>Visitors</b>
<b>Keith Wurtz, Chair</b> T.L. Brink <b>Brandi Bailes</b> James Grabow Ernesto Rivera <b>Veronica Lehman</b>	<b>Mariana Macamay</b> <b>Michelle Riggs</b> <b>Joe Cabrales</b> <b>Dan Word</b> Karen Peterson <b>Giovanni Sosa</b>	<b>Delmy Spencer</b> Michael Strong Brandice Mello <b>Kristina Heilgeist</b> Laurie Green	<b>Alyssa Taylor</b>
<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>			
<b>TOPIC</b>		<b>DISCUSSION</b>	<b>FURTHER ACTION</b>
<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 February 7, 2022 (1 minute)</li> </ul>		Minutes for Feb 7, 2022, approved as written.	
<ul style="list-style-type: none"> <li>QFE: (<a href="#">Enrollment Dashboard</a>): Review current enrollment (2 minutes)</li> </ul>		We are currently 16% down from last semester.	
<ul style="list-style-type: none"> <li>Career and Academic Pathways Update (Standing Agenda Item - 5 minutes)</li> </ul>		Kristina has completed the colleague side and is waiting for a list from Josh and Shelia.	
<ul style="list-style-type: none"> <li>QFE: Marketing Monthly Update (5 minutes) – Michelle</li> </ul>		Working with EOPS, Focus some outreach work in Redland's area. We are currently applying for a million-dollar grant for the outreach and marketing program. New interior design in the Crafton Center lounge, more welcoming and branded. Billboards will be going up in April.	
<ul style="list-style-type: none"> <li>Student Equity Planning 2.0 (30 minutes)</li> <li><a href="#">Hispanic Transfer Level Math and English Link</a></li> <li><a href="#">Hispanic Transfer Objective Link</a></li> <li><a href="#">African American Fall to Spring Persistence Link</a></li> <li><a href="#">African American Degree Objective Link</a></li> </ul>		The groups that are highly impacted are the Latinx and the African American. We were complemented on our use of data when dissecting different groups. Recommendations for CHC from CUE Center for Urban Educations, create activities that align with specific metrics to race specific. Align equity planning with Vision for Success. More classroom specific activities. Committee is grouping to break into groups and look at 2 different links. Hispanic Transfer Level Math and English, Having some videos of a How to on Math and possibly English Hispanic Transfer Objective, Possibly going out to community events and meeting possible students and/or parents.	

<ul style="list-style-type: none"> <li>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)</li> </ul>		Carry over to the next agenda
<ul style="list-style-type: none"> <li>Review the BS in Respiratory Care Therapy Program Proposal (15 minutes)</li> </ul>		Carry over to the next agenda
<ul style="list-style-type: none"> <li>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</li> </ul>		Carry over to the next agenda
<ul style="list-style-type: none"> <li>Review the Inland Empire Desert Regional Consortium Conversion (i.e. Marketing) Campaign (15 minutes) – Dan</li> </ul>		Carry over to the next agenda
<ul style="list-style-type: none"> <li>QFE: Finalize the drop reasons survey (15 minutes)</li> </ul>		Carry over to the next agenda
<ul style="list-style-type: none"> <li>Review the Enrollment Strategies accomplishments for the 2021 – 2022 academic year</li> </ul>	<ul style="list-style-type: none"> <li>Developed, created, and implemented CNA program</li> <li>Based on research showing students more likely to successfully complete compressed courses, increased the offering of compressed classes</li> <li>Developed, researched and implemented new taglines: Let's go, and your tomorrow starts today.</li> <li>Developed and implemented branding guide</li> <li>Developed and implemented Career and Academic Pathways website</li> <li>Drafted, completed, and submitted the Guided Pathways report</li> <li>The committee drafted the Scale of Adoption Guided Pathways report due in March 2022</li> </ul>	Carry over to the 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"> <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	<b>Vision Statement</b> Crafton Hills College will be the college of choice for students who seek deep learning, personal	<b>Institutional Values</b> Crafton Hills College values academic excellence, inclusiveness, creativity,

our diverse campus community through engagement and learning.	growth, a supportive community, and a beautiful collegiate setting.	and the advancement of each individual.
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## **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