

# ENROLLMENT STRATEGIES COMMITTEE (ESC)



MINUTES 09/19/2022

[ESC WEBSITE](#)

[MISSION, VISION, VALUES](#)

[AGENDAS AND MINUTES](#)

## STRATEGIC DIRECTIONS

1. Promote Student Success
2. Build Campus Community
3. Develop Teaching + Learning Practices
4. Expand Access
5. Enhance Value to the Surrounding Community
6. Promote Effecting Decision Making
7. Develop Programs + Services
8. Support Employee Growth
9. Optimize Resources

## MEMBERSHIP

Present in Bold

Title	Name
VPI, Chair	<b>Keith Wurtz</b>
VPSS	<b>Delmy Spencer</b>
VPAA	<b>Mike Strong</b>
Dean IERP	<b>Giovanni Sosa</b>
Student Serv. Dean	<b>Joe Cabrales</b>
Student Serv. Director	Willie Blackmon
Instructional Dean	<b>Dan Word</b>
Manager (Marketing)	Michelle Riggs
Classified Staff	<b>Ola Sabawi</b>
CS Rep	<b>Kristina Heilgeist</b>
CSEA Rep	Diana Vaichis
Faculty	Jimmy Grabow
Faculty	Ernesto Rivera
Faculty	Mariana Macamay
Faculty	<b>Brandi Bailes</b>
Faculty	TL Brink
Faculty	<b>Andrew Guevara</b>
Student Senate Rep	Open

## STUDENT EQUITY GOALS

1. Create a research agenda to analyze and understand disproportionate impact.
2. Promote high engagement teaching, service, and support throughout the college
3. Create clear pathways to promote completion and success.
4. Create cohorts and student communities to promote learning and success.

## ACTION ITEMS [UP-TO 40] MINUTES

Item, Presenter, Time	Link to Prep Materials	Minutes	SD#	SEG #	Proposed Action
May 2, 2022, Minutes, Keith Wurtz, 5 min		Keith reviewed the minutes	6		Minutes approved as written
Review the committee charge and membership, Keith Wurtz, 15 minutes		<p>Need to codify that people not on membership can attend participate in the decision-making process</p> <p><b>Membership</b>            At least 5 Managers (to be determined)            At least 5 Faculty (appointed by Academic Senate; recommending at least one or more from each division)            At least 2 Classified Staff (one appointed by CSEA; one appointed by Classified Senate)            At least 1 Student (appointed by Student Senate)</p>	6	Keith will add to the next age nda	Keith to present to Crafton Council
Meeting format: Remote, In- Person, or Hybrid, Keith Wurtz, 5 minutes		Next two meetings in person and then move to zoom	6		Decide on a meeting format
Update on the Drop Reasons Survey, Keith Wurtz, 5 min		The final draft of the drop reason survey is being reviewed by Senates.	1,2, 6,7	2,3	
Review the Strategic Enrollment Management			1,4,5 ,6,7	3,4	

Project to improve scheduling in relation to CAPs, Keith Wurtz, 30 minutes				
Review Current Scheduling Survey in relation to SEM Activity and Revise, 15 minutes	Committee was divided into random groups and provided input and suggestions for surveys.	1,4,5 ,6,7	3,4	
Scheduling Survey				Delmy to reach out to John Grounds

### Reports – 5 minutes for each report

Topic	Presenter	Report	SD #	SEG #
QFE ( <a href="#">Enrollment Dashboard</a> )	Keith Wurtz		1,4, 5,7	3
Career and Academic Pathways Update	Jimmy Grabow / Keith Wurtz / Giovanni Sosa / Delmy Spencer		1,2,3, 4,5,7	2,3,4
QFE: Marketing Update	Michelle Riggs		1,4	3

### Enrollment Strategies 2022-2023 Committee Accomplishments

Topic	SD #	SEG #

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## ENROLLMENT STRATEGIES COMMITTEE CHARGE

The Enrollment Strategies Committee primary focus is to sustain long-term student success and access by:

- Using qualitative and quantitative data to inform recommendations
- Evaluating on-going enrollment trends, activities, and initiatives
- Initiating research on scheduling at the department and division levels
- Developing, reviewing, and monitoring progress toward strategic enrollment planning goals
- Assessing, evaluating, and making recommendations for student support strategies to enhance student access, success, persistence, and goal attainment
- Supporting equity and inclusion in our decision-making

## 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