

# Enrollment Strategies Committee - Minutes

- **Date: October 17, 2022**
- **Time: 1:00 p.m. – 2:30 p.m.**
- **Location: CCR 233**

## Members:

☒ Keith Wurtz, VPI Chair  
☒ Brandi Bailes, Faculty  
☐ Willie Blackman, Student Serv. Director  
☒ TL Brink, Faculty  
☒ Joe Cabrales, Student Services Dean

☒ Jimmy Grabow, Faculty  
☒ Andrew Guevara, Faculty  
☒ Kristina Heilgeist  
☐ Mariana Macamay, Faculty  
☒ Karen Peterson, CSEA Rep  
☒ Michelle Riggs, Manager (Marketing)

☒ Ernesto Rivera, Faculty  
☒ Gio Sosa, Dean IERP  
☒ Delmy Spencer, VPSS  
☐ Mike Strong, VPAA  
☐ Diana Vaichis, CSEA Rep  
☒ Dan Word, Instructional Dean

## Action Items

<i>Item, Presenter, Time</i>	<i>Minutes</i>	<i>SD#</i>	<i>SEG#</i>	<i>Proposed Action</i>
October 3, 2022, Minutes, Keith Wurtz, 5 min	Keith reviewed October 3, 2022, minutes.	6		Minutes approved as written
Review the committee charge and membership, Keith Wurtz, 5 minutes	Keith to submit to the next Crafton Council meeting for review.			Keith to submit to Crafton Council
Review the Drop Reasons Survey, Keith Wurtz, 5 min	Academic Senate has reviewed once and is reviewing the final draft	1,2,6,7,	2,3	Academic Senate to review the final draft
Review Scheduling Guiding Principles, Keith Wurtz, 20 min	Committee separated into small groups to discuss SEM. Keith to take committees feedback to the chairs. The first SEM was to Consider student needs first.	1,4,5,6,7	3,4	Keith to submit information to the next Chairs meeting
Review Current Scheduling Survey in relation to SEM Activity and Revise, 15 minutes	Reviewing at the Student Senate on 10/7/22.	1,4,5,6,7	3,4	Keith to present at the Chairs meeting
Review the Program-Course Matrix, Keith Wurtz, 20 min	The Committee was split into small groups to review the program course matrix. It was discussed if dropping classes was an option if students aren't taking specific courses noted or should curriculum be revised?	1,4,5,6,7	3,4	Kristina/Keith to see how many of these are on Students ed-plans in Starfish. Keith to take this to chairs for feedback.
QFE ( <a href="#">Enrollment Dashboard</a> ) – Keith Wurtz	Keith reviewed enrollment	1,4,5,7	3	
Career and Academic Pathways Update – Jimmy Grabow, Keith Wurtz, Gio Sosa, Delmy Spencer	Delmy provided an update. There is going to be a site visit from SEM coaches to look at Guided Pathway CAPS to see how it translates to class schedules. The goal for the SEM visit is to create a guideline for programs to analyze schedule and CAPS. STARFISH will be used.	1,2,3,4,5,7	2,3,4	

QFE: Marketing Update – Michelle Riggs	There is a special focus in November to include the following events. VRC press release. Sports Management AA/Certificate. Collecting Alumni Stories to show student success. Working with new vendor with campaign for spring/summer registration. 2022 Community College League of California Ann Martgan. Media Press Survey, 375 will need to be collected, 280 collected to date to identify students' media preference. There is going to be a cultural event - Wa'at. Native American Culture.	1,4	3	

### Enrollment Strategies 2022-2023 Committee Accomplishments

Topic	SD#	SEG#

**Next Meeting: 11/07/22 at 1:00 p.m. – 2:30 p.m.**

**Mission Statement:** The Crafton Hills College mission is to change lives. We seek to inspire our students, support our colleagues, and embrace our community through a learning environment that is transformational. Crafton Hills College welcomes everyone and is committed to working with students from diverse backgrounds. The College has an exceptional learning environment built on a tradition of excellence, a talented faculty, a driven student body, a committed staff, with passionate leadership and community support.

**Vision Statement:** To empower the people who study here, the people who work here, and the people who live in our community through education, engagement, and innovation.

**Institutional Values:** We rely on the following values to support our vision and mission:

**Respect:** To champion active listening and open dialogue within our community.

**Integrity:** To uphold honesty in our interactions and academic pursuits and maintain community collaboration.

**Diversity & Inclusion:** To promote a welcoming environment through equitable and antiracist practices in all aspects of our work.

**Innovation:** To actively grow and adapt to support our mission and vision through a willingness to embrace new perspectives and new ideas.

**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

**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.

**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
- Support the development and implementation of guided pathways
- 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 the 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

**Leadership:** To develop and inspire current and future leaders through professional development, mentorship, education, and experience.

**Sustainability:** To be a leader in our community by reducing environmental impact with practices that meet the needs of the present without compromising the future.