

Enrollment Strategies Committee - Minutes

Date: December 5, 2022
Time: 1:00 p.m. – 2:30 p.m.
Location: CCR 233

Members:

☒ Keith Wurtz, VPI Chair
☒ Brandi Bailes, Faculty
☒ Willie Blackman, Stu. Serv. Dir.
☒ TL Brink, Faculty
☒ Joe Cabrales, Stu. Serv. Dean

☐ Jimmy Grabow, Faculty
☒ Andrew Guevara, Faculty
☒ Kristina Heilgeist
☐ Mariana Macamay, Faculty
☒ Michelle Riggs, Director
☒ Ernesto Rivera, Faculty

☐ Giovanni Sosa, Dean IERP
☐ Delmy Spencer, VPSS
☐ Mike Strong, VPAA
☐ Diana Vaichis, CSEA Rep
☐ Dan Word, Inst. Dean

Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
November 7, 2022, Minutes, Keith Wurtz, 5 min	Minutes approved as written.	6		Approve the minutes with any recommended changes
QFE: Update on the Drop Reasons Survey, Keith Wurtz, 10 min	Keith to move forward with TESS to update survey. These revised questions will help to provide information to increase enrollment and student retention.	1,2,6,7,	2,3	Keith to work with TESS to implement.
QFE: Review the results from the Fall 2023 Ten Minute Scheduling Survey, Keith Wurtz, 20 min	Results: 123 student responses, 38% prefer online, 49% in-person, and 13% hybrid. Students prefer starting times: 9-11, 11-1, 1-3, and 7am-9am. Students overwhelming looking to take GE courses (n = 76) followed by advanced major courses (n = 48). Biggest factors influencing whether they take a fall class are the class offerings that fit their schedule, work schedule, and availability of in-person classes. Keith to look into offering more hybrid classes. TL recommended a focus group may be warranted to look at Friday, Saturday evening classes or shorter 5-week options.	1,4,5,6,7	3,4	Keith to look into increasing hybrid offering in the future.
Update on two-year schedule implementation process, Keith Wurtz, 10 minutes	Keith reviewed with chairs two-year timeline. In spring 2023, we should see (4) terms. Roll over schedule to be generated using all non-cancelled classes.	1,4,5,6,7	3,4	
QFE: Enrollment Dashboard , Keith Wurtz, 10 min	Spring 2023 enrollment was down 16% before thanksgiving break but today it is down only 9.5%	1,4,5,7	3	
Career and Academic Pathways Update, Jimmy	No Updates	1,2,3,4,5,7	2,3,4	

Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min				
QFE: Marketing Update, Michelle Riggs, 5 min	<p>Michelle provided an update: Crafton attended the Redlands Christmas parade on 12/3/22 and will attend the Yucaipa Christmas parade on 12/10/22.</p> <p>There were two press releases recently released. One was about a judge that was a Crafton student and the other was about the Veteran services.</p> <p>Leslie, new hire will be starting 12/2/22. Leslie will assist with social media and actions related to equity.</p>	1,4	3	
QFE: Outreach Update, Willie Blackmon, 5 min	<p>Willie provided an update on what the team has been working on to increase spring 2023 enrollment.</p> <p>Three rounds of Starfish emails went out today to 3,833 students who are currently enrolled and have yet to register. (1101 have registered leaving us to reach out to 2,782).</p> <p>Three rounds went out to 781 students that applied for FA22 but did not register.</p> <p>Coffee, Tea & RegiSTIR saw 182 students over four days and 157 left having registered.</p> <p>The yard signs have been placed throughout the campus highlighting enrollment.</p> <p>Two rounds of text messaging have gone out to the currently enrolled students that have yet to register for spring 2023.</p> <p>Cold call phone calls are going well. 1,898 more phone calls to go and look to have them completed by the</p>	1, 4	3	

	<p>end of this week or the middle of next week.</p> <p>Holding application workshops for the continuation schools.</p> <p>Social media campaign to start in the coming weeks.'Share your road, runner"..</p> <p>ESL registering mailers</p> <p>Redlands Adult School two-night event.</p> <p>Virtual registration appointments next week. (12/12 – 12/16)</p>			
CCCCIO Fall 2022 Conference	<p>Keith shared with the team the research that was shared during his attendance at the CCCCCIO conference. I was shares that things are changing in education and that there has been a shift that students don't feel that there is a need to continue with higher education after high school.</p>			

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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.
- 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.

STRATEGIC DIRECTIONS

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