

# Enrollment Strategies Committee - Agenda

**Date: February 6, 2023**  
**Time: 1:00 p.m. – 2:30 p.m.**  
**Location: CCR 233**

## Members:

☐ Keith Wurtz, VPI Chair  
☐ Natalie Lopez, 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
December 5, 2022, Minutes, Keith Wurtz, 5 min	Keith reviewed the minutes.	6		The minutes were approved.
QFE: Update on the Drop Reasons Survey, Keith Wurtz, 5 min		1,2,6,7,	2,3	
Update on two-year schedule implementation process, Keith Wurtz, 5 minutes		1,4,5,6,7	3,4	
QFE: <a href="#">Enrollment Dashboard</a> , Keith Wurtz, 5 min		1,4,5,7	3	
QFE: Marketing / Outreach Update, Michelle Riggs / Willie , 5 min	Enrollment Marketing Campaign went live Friday, February 3, 2023. You should start to see sponsored search engine marketing (SEM), digital, and social ads. This is the landing page we are directing to: <a href="https://www.craftonhills.edu/go">https://www.craftonhills.edu/go</a> <a href="https://www.youtube.com/watch?v=eV-qEulehpk">https://www.youtube.com/watch?v=eV-qEulehpk</a>	1,4	3	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min		1,2,3,4,5,7	2,3,4	

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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**

- |                                          |                                               |                                |
|------------------------------------------|-----------------------------------------------|--------------------------------|
| 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