

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
☐ Jimmy Grabow, Faculty

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

☒ Giovanni Sosa, Dean IERP
☒ Delmy Spencer, VPSS
☐ Mike Strong, VPAA
☒ Leslie Swindell
☐ Diana Vaichis, CSEA Rep
☐ Dan Word, Inst. Dean
☒ Guest: Ola Sabawi

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 as written.
QFE: Update on the Drop Reasons Survey, Keith Wurtz, 5 min	Keith provided an update: The draft has been reviewed by the Academic Senate, and is not with TESS. Keith to meet with the VP at SBVC to finalize.	1,2,6,7,	2,3	Keith to meet with the VP at SBVC to finalize.
Update on two-year schedule implementation process, Keith Wurtz, 5 minutes	Keith provided an update: Chairs have a baseline schedule and will be up at the end of spring 2023. This can be used for Ed-Planning.	1,4,5,6,7	3,4	
QFE: Enrollment Dashboard , Keith Wurtz, 5 min	Spring 22 vs. Spring 23 enrollment is about the same.	1,4,5,7	3	
QFE: Marketing / Outreach Update, Michelle Riggs / Willie , 5 min	<p>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: https://www.craftonhills.edu/go https://www.youtube.com/watch?v=eV-qEulehpk</p> <p>Michelle's team is also working on the following:</p> <ul style="list-style-type: none"> FASFA Workshop 02/07/23 Digital and Social Ads which launched 02/03/2023. CHC to launch quick link of open classes. <p>Willie's Update:</p> <ul style="list-style-type: none"> Outreach will hold Registration Assistance 	1,4	3	<p>Gio to provide Michelle & Leslie with QFE data environment scan update for the Educational Master Plan.</p> <p>Keith is working on an acceptance letter that will be sent to all graduating high school students via U.S. Mail and email. We hope to see a 10% increase. Keith will bring a draft to an upcoming meeting for review.</p>

	<p>Workshops/Send out messages via StarFish to promote delayed start courses.</p> <ul style="list-style-type: none"> • SOAR kickoffs have been going well and our biggest number so far are from YHS (135 students and CVHS with 110 students). The goal by our second session on campus is to have the application finished and they leave with an abbreviated ed plan. • We will be holding virtual application workshops leading up to Senior Day April, 28th from 9am to 1pm. We be offering registration assistance on site as well with the goal of students leaving with their fall schedule. • We will start our cold calling the day after priority registration (emails and messages too) to remind students of open Registration. • We have 6 CRYROP Fieldtrips over the next several Fridays and providing them with admissions and Financial Aid information. 			
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	No updates provided.	1,2,3,4,5,7	2,3,4	
Educational Master Plan Strategic Action Input, Giovanni Sosa, 30 minutes	Reviewed Master Plan Strategic Action, and will be continued at the next meeting.	1,2,3,4,5,7	2,3,4	<p>Continue Ed Plan Strategic Plan discussion.</p> <ul style="list-style-type: none"> • List of programs implementing at Crafton with a focus on 16 units or Certificate degree (go earn a living wage).

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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