

Enrollment Strategies Committee - Minutes

Date: September 18, 2023
Time: 1:00 p.m. – 2:30 p.m.
Location: CCR 233

Members:

☐ Keith Wurtz, VPI Chair
☒ Brandi Bailes, Faculty
☒ Jessica Beverson, Classified
☒ Willie Blackman, Stu. Serv. Dir.
☒ TL Brink, Faculty

☐ Jimmy Grabow, Faculty
☒ Mariana Macamay, Faculty
☒ Michelle Riggs, Director
☒ Ernesto Rivera, Faculty

☒ Giovanni Sosa, Dean IERP
☒ Delmy Spencer, VPSS
☐ Mike Strong, VPAA
☒ Oriana Vara, Student
☐ Dan Word, Inst. Dean
☐ VACANT, CSEA Rep

Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
May 15, 2023, Minutes, Keith Wurtz, 5 min	Minutes approved as written.	4		
Review the Committee Charge and Membership, 10 min	Committee Charge and Membership discussed. Changes to be made to the Committee Charge, which is noted in the Committee Charge section below. However, it was decided that the Enrollment Management Plan to be reviewed before finalizing. Membership was discussed and “At Least” should be added to all four membership requirements. The group consensus was Larry Aycok, Latesha Hagler, and Veronica Lehman to join the meetings. Lastly, should Mike Strong step down or is he representing Athletics?	4		Tabled with edits. Review Enrollment Mgmt. plan before reviewing charge. Invite Larry, Latesha, and Veronica once approved. Mike Strong to step down unless representing Athletics? Committee agreed that decision making model is consensus.
Review guidelines for prioritizing Course Offerings, 20 min	Table – However it was mentioned that “Guidelines for Prioritizing Course Offerings” has no mention of Guided Pathways. The group would like to discuss at next meeting. T.L. also noted that, how we use the criteria warrants additional conversation. Dan/CTE or designated representative to attend the discussion.	1,2	1-5	Table and discuss at the next meeting when Keith Wurtz is in attendance. Group to take back information to their departments for further discussion. Dan/CTE representative to be part of this discussion.

Review Enrollment Data, Delmy Spencer, 20 min	Delmy reviewed Crafton Student Matriculation Process comparing Fall 2022 – which had a six-step process to Fall 2023 – which now has a three-step process.	1,2,3	1-5	
Review the Student Equity Plan and identify action items that align with Enrollment Strategies to facilitate implementation, 20 min	Table until Keith is in attendance. - How does this align with our Charge.	1,2,3	1-5	Delmy to take this to the Equity Committee and provide an update next meeting.
Group Activity, Divide into groups and Review Top 10 Engagement Strategies, 20 min	Tabled	1-3	1-5	
Update on two-year schedule implementation process, Keith Wurtz, 5 minutes	Tabled	1-3	1-5	
QFE: Enrollment Dashboard , Keith Wurtz, 5 min	Enrollment is up by 12% YTD.	1		
QFE: Marketing / Outreach Update, Michelle Riggs / Willie , 5 min	Update from Willie: Outreach held a Registration Assistance event with 416 students in attendance vs. 132 last year. The Counselor Lunch event is being planned, there are 65 counselors invited and 30 have already RSVP'd. 10/27/23 YHS preview day, 300-315 to attend. There has been considerable growth in dual enrollment CCAP from 350 to 900 enrolled. The next step is to look at a pathway for juniors in high school.	1-3	1-5	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	Update from Gio: They are creating a column in Colleague for an Academic Pathway (Career)	1-3	1-5	
Review and update the Enrollment Strategies Plan, Keith Wurtz, 30 minutes	Tabled	1-3	1-5	

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. Increase Student Enrollment | 4. Develop a Campus Culture that Engages Students, Employees, and the Broader Community |
| 2. Engage in Practices that Prioritize and Promote Inclusivity, Equity, Anti-Racism, and Human Sustainability | 5. Foster and Support Inquiry, Accountability, and Campus Sustainability |
| 3. Increase Student Success and Equity | |

STUDENT EQUITY GOALS

1. Increase the percentage of African American/Black students who apply and enroll at CHC in the same year.
2. Increase the percentage of African American/Black students persisting from fall to spring.
3. Increase the percentage of Hispanic/Latinx students completing transfer level Math and English.
4. Increase the percentage of African American/Black students' degree or certificate attainment.
5. Increase the percentage of Hispanic/Latinx students transferring to a four-year institution.

ENROLLMENT STRATEGIES COMMITTEE CHARGE

The Enrollment Strategies Committee primary focus is to sustain long-term student success and access by **supporting equity and inclusion in our decision-making:**

- 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 to remove barriers to student access**
- **Assessing, evaluating, and making recommendations to increase student success**
- **Assessing, evaluating, and making recommendations to increase student persistence**
- **Assessing, evaluating, and making recommendations to increase goal attainment**
- ~~Supporting equity and inclusion in our decision-making.~~

ENROLLMENT STRATEGIES COMMITTEE MEMBERSHIP

- At least 7 Managers (to be determined)

At least 7 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)

ENROLLMENT STRATEGIES COMMITTEE NORMS for 2023-2024

- 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;”~~ remove 09/18/23
- 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