

Enrollment Strategies Committee - Minutes

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

Members:

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

☐ Jimmy Grabow, Faculty
☐ Mariana Macamay, Faculty
☐ Michelle Riggs, Director
☐ Ernesto Rivera, Faculty
☒ Ola Sabawi
☒ 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
September 18, 2023, Minutes, Keith Wurtz, 5 min	Minutes approved as written.	4		
Review the Committee Charge and Membership, 10 min	Approved Charge with a modification to the ENROLLMENT STRATEGIES COMMITTEE NORMS which now includes the 2023-2024 fiscal year.	4		
Review guidelines for prioritizing Course Offerings, 20 min	<p>Keith reviewed Guidelines for Prioritizing Course Offerings. Assumptions and frameworks are here and provide current law. The following priorities</p> <p>#4 CTE courses and courses especially leading to a living wage. should be moved? It was noted that</p> <p>#3 Courses with high student demand as indicated by enrollment seems vague, recommended to remove, or move into paragraph above.</p> <p>May want to add, to increase priority in dual enrollment.</p> <p>I-7 Considerations for Prioritizing Course Offerings, may not need this anymore. It was suggested to turn this into a table.</p> <p>The group discussed problematic courses with equity, and how can we make a course more equitable. Can we reframe, is there an opportunity for outreach to support these populations of students.</p>	I,2	I-5	Keith to revise and bring back to the next meeting for one final review with changes.

	We are not going to not offer sections because of DI. We are going to identify courses in need to achieve future equity.			
Review Enrollment Data, Delmy Spencer, 20 min	Table – change to Updated Enrollment Data on the next agenda/	1,2,3	1-5	
Review the Student Equity Plan and identify action items that align with Enrollment Strategies to facilitate implementation, 20 min	Reviewed the top 10 engagement strategies during the pandemic, high impact. The system is asking how we are going to support these. We broke into three groups to review the top 10 engagement strategies. All notes were provided to Keith.	1,2,3	1-5	Review current strategic plan.
Review and update the Strategic Enrollment Plan, Keith Wurtz, 30 minutes	Tabled	1-3	1-5	
QFE: Group Activity to identify action items for the Strategic Enrollment Plan, 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	Tabled	1		
QFE: Marketing / Outreach Update, Michelle Riggs / Willie , 5 min	Tabled	1-3	1-5	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	Tabled	1-3	1-5	

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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. 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.

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 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