

Enrollment Strategies Committee - Minutes

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

Members:

☐ Jessica Beverson
☒ Willie Blackmon, Stu. Serv. Dir.
☒ TL Brink, Faculty
☐ Jimmy Grabow, Faculty
☐ Andrew Guevara, Faculty

☒ Brandi Bailes, Faculty
☒ Mariana Macamay, Faculty
☒ Michelle Riggs, Director
☒ Ernesto Rivera, Faculty
☐ Ola Sabawi
☒ Veronia Smith

☐ Giovanni Sosa, Dean IERP
☒ Delmy Spencer, VPSS
☐ Mike Strong, VPAA
☐ Dan Word, Inst. Dean
☐ Diana Vaichis, CSEA Rep
☒ Oriana Vara
☒ Keith Wurtz, VPI Chair

Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
October 16, 2023, Minutes, Keith Wurtz, 5 min	The minutes from 10/16/23 were approved as written.	4		
Status on guidelines for prioritizing Course Offerings, 20 min	Keith discussed the next steps on guidelines for prioritizing course offerings. This will be submitted to both Chairs and Senate.	1,2	1-5	Keith to submit to Chairs and Senate.
Review feedback received from Student Equity Plan alignment with SEM activity from last meeting and develop action items and objectives as needed, 20 min	Keith provided feedback from the Student Plan alignment with SEM activity.	1,2,3	1-5	<p>Keith to add a goal to increase retention, to include students that received d's and f's. Brainstorm at the next meeting.</p> <p>No goals associated with creating new programs. Brainstorm to generate objectives at the next meeting.</p> <p>Keith to create a list of definitions for the next meeting.</p>

Review the Student Equity Plan and identify action items that align with Enrollment Strategies to facilitate implementation, 20 min	<p>Members reviewed Instruction Goals 3: Increase the percentage of Hispanic/Latinx students completing transfer level Math and English. Members were split into two groups.</p> <p>Group 1 - Willie, Brandi, Ernie, Delmy (discussed pages 1-2)</p> <p>Group 2 - Diana, Michelle, T.L., Mariana and Veronica (discussed pages 3-6)</p> <p>Willie discussed key takeaways from the Dual Enrollment Leadership Academy that he attended. Key takeaways were dual enrollment, navigating the high school bell schedule, creating objectives, goals, and marketing and promotion techniques.</p>	1,2,3	1-5	<p>Keith to compile brainstorming information that was collected from the last two meetings and will work on developing this.</p> <p>Next week's agenda will be to work on dual enrollment objectives and discuss what was learned during the Dual Enrollment Leadership Academy that both Keith and Willie attended.</p>
Review and update the Strategic Enrollment Plan, Keith Wurtz, 30 minutes	Spring 24 enrollment is up 36% over last year. It was discussed that students with priority registration are not registering for certain classes where the faculty is listed as STAFF. It was discussed that the faculty members should be listed as soon as possible. This information should be also passed along to the chairs.	1-3	1-5	<p>Keith to look at trends and modality and bring the information to the next meeting.</p> <p>Larry Aycock to update webpage to remove the programs that are no longer offered at priority registration.</p>
Update on two-year schedule implementation process, Keith Wurtz, 5 minutes		1-3	1-5	
QFE: Enrollment Dashboard , Keith Wurtz, 5 min		1		
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	<p>https://youtu.be/yWJwX6Qqk38</p> <p>https://youtu.be/kTzMOFCGes0</p> <p>Looked at the YouTube links attached. Discussed additional alumni to highlight.</p>	1-3	1-5	

Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	<p>Sheila is finishing up pathways and will be finished at the end of the fall 23 semester.</p> <p>Michelle - Marketing spring campaign launched on 10/31/23.</p> <p>Thanksgiving a financial campaign will be launched.</p>	I-3	I-5	
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<i>Enrollment Strategies 2023-2024 Committee Accomplishments</i>		
Topic	SD#	SEG#

<p>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.</p>	
<p>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.</p>	
<p>Institutional Values: We rely on the following values to support our vision and mission:</p> <ul style="list-style-type: none"> • 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 2. Engage in Practices that Prioritize and Promote Inclusivity, Equity, Anti-Racism, and Human Sustainability 3. Increase Student Success and Equity	4. Develop a Campus Culture that Engages Students, Employees, and the Broader Community 5. Foster and Support Inquiry, Accountability, and Campus Sustainability
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 <ul style="list-style-type: none"> • 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 MEMBERSHIP <ul style="list-style-type: none"> • 7 Managers (to be determined) • 7 Faculty (appointed by Academic Senate; recommending at least one or more from each division) • 2 Classified Staff (one appointed by CSEA; one appointed by Classified Senate) • 1 Student (appointed by Student Senate) 	
ENROLLMENT STRATEGIES COMMITTEE NORMS for 2023-2024 <ul style="list-style-type: none"> • 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 	