

Enrollment Strategies Committee - Minutes

Date: December 4, 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

☐ Natalie Lopez, Faculty (Brandi)
☐ 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
☒ Keith Wurtz, VPI Chair

Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
November 6, 2023, Minutes, Keith Wurtz, 5 min	The minutes approved from 11/6/23 were approved as written.	4		
Status on guidelines for prioritizing Course Offerings, 5 min		1,2	1-5	
Identify objectives in the Strategic Enrollment Management Plan that seek to increase retention (Goal 7) and brainstorm additional objectives if needed, 20 min	Implement the FWV grade to improve tracking of retention.	1,2,3	1-5	
Develop objectives for Goal 4, align services and resources with course schedules in order to provide students with access to these services, 20 min	<p>Objective 4.1 is complete. Also did the action with 4.1.</p> <p>Availability of support services at night. Everything closes at six. Add action item to analyze number of students after six who need student services. Survey (review student satisfaction survey) all students about availability of services including meals, bookstore, etc. after 6PM (day and online students may need as well). Could do a pilot of services to 9PM and see if students do.</p> <p>Provide more full-service student friendly online services. Short helpful videos on how to fill out forms. For example, how to navigate</p>	1,2,3	1-5	Keith will update action plan.

	canvas video. Other items that aren't as student friendly, like financial aid, etc.			
Develop action items for Objective 1.2 to increase dual enrollment sections, Keith Wurtz, 30 minutes	Action item: develop a one-year dual enrollment schedule. Review the schedule development approval process for dual enrollment.	1-3	1-5	
Update on two-year schedule implementation process, Keith Wurtz, 5 minutes		1-3	1-5	
QFE: Enrollment Dashboard , Keith Wurtz, 5 min	Enrollment is up YTD by 29%	1		
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	Willie's Coffee & Tea registration event was a success. 197 students participated. Michelle discussed multiple marketing projects in the works to include the launch of the spring 2023 campaign - digital, social media and radio. The Financial Aid campaign at the Inland Center Mall. The Respiratory Care Bachelor program is being advertised. Recent AA graduates have been notified along with flyers left in local hospitals. Marketing outside of our service area is next. CHC had representation at the Redlands Xmas Parade and will be at the Yucaipa Parade this weekend.	1-3	1-5	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	Gio's provided an update on Maps. Shella Scott attended the Chairs Council monthly meeting on Friday, 12/01/23 to discuss the placement of exploratory maps drop down menu in Curriconet.	1-3	1-5	Keith will determine why the transfer degree maps only show up on the AA links. Keith to discuss with Kevin market demand to explore a Bachelor

				Paralegal Program. Dan Word to attend the next meeting (January) to discuss possible Bachelor programs.
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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

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| <ol style="list-style-type: none"> 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 | <ol style="list-style-type: none"> 4. Develop a Campus Culture that Engages Students, Employees, and the Broader Community 5. Foster and Support Inquiry, Accountability, and Campus Sustainability |
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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:
- 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

- 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

- 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