

Enrollment Strategies Committee -Minutes

Date: October 16, 2023
Time: 1:00 p.m. – 2:30 p.m.
Location: CCR 233

Members:

☒ Keith Wurtz, VPI Chair
☒ Natalie Lopez, Faculty (Brandi)
☒ Willie Blackmon, Stu. Serv. Dir.
☒ TL Brink, Faculty
☐ Ola Sabawi

☐ Jimmy Grabow, Faculty
☐ Andrew Guevara, Faculty
☐ Mariana Macamay, Faculty
☒ Michelle Riggs, Director
☒ Ernesto Rivera, Faculty
☐ Giovanni Sosa, Dean IERP

☒ Delmy Spencer, VPSS
☐ Mike Strong, VPAA
☐ Diana Vaichis, CSEA Rep
☐ Dan Word, Inst. Dean
☐ Jessica Beverson,

Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
October 2, 2023, Minutes, Keith Wurtz, 5 min	Members approved as written.	4		
Update on the Committee Charge and Membership, 5 min	Crafton Council approved the charge. Keith did not have a draft of the membership, but he will go back to Crafton Council with the membership draft and will come back to give update.	4		
QFE: Review research on Crafton Student Matriculation Progression for Fall 2023, Delmy Spencer, 10 min	Gio has already presented this at the last meeting.	1,2	1-5	
Review guidelines for prioritizing Course Offerings, 20 min	<p>Brandi rewrote this based on your input from the last meeting. Members read over document draft and provided feedback. Keith will now take to the Chairs.</p> <p>Delmy asked a question under the section informed by research: Will this include data pulled from Ed Plans? Keith stated we currently do that now. Keith added to document: Data on Student Enrollment: Student Educational Plans</p> <p>Michelle asked if all courses offered fall under Priority I-4. TL suggested mentioning in Priority I: Associate Degrees, Degrees for Transfers, or Bachelor's Degrees. Updated sections A, B, C under</p>	1,2	1-5	Keith will take to Chairs, Counseling, and Crafton Council.

	<p>Priority 1 with this new wording as well.</p> <p>TL suggested that these programs be under priority 2 and not priority 3: EMT/CNA programs may not qualify as a living wage under themselves, but they are feeder programs like paramedic, fire, and nursing. They might fit under 2a “support pathways leading to a living wage.” Michelle pointed out this is already listed in 2B “pathways toward achieving a living wage.” Keith added e.g. (CNA, EMT, etc.) at the end of this statement.</p> <p>Next step will be to take to Chairs and Crafton Council. Keith will take to Chairs, Counseling, and Crafton Council.</p> <p>Keith shared the new transfer degree laws. Where we have a transfer pathway, the CCC will place the student on that transfer course taking pathway on their student ED plan. If we have both the local and transfer degree, they will be placed on the transfer degree. We must implement this by August 2024. If SEP is not accomplished by the census date or when the 15-unit requirement would be triggered, a hold would be placed on student’s enrollment process. In CCC Apply, they will display the transfer degrees first, in that order from top to bottom. In the Spring, conversations were started with the Chairs about the local degrees and how many students are not earning them or how some of them require more work. For most of them, just having the transfer degrees would be fine.</p>			
Review the Student Equity Plan and identify action items that align with Enrollment	Handouts provided to members, Instructional goals 1 and 2, these are the objective and action items in the Equity Plan. Another document provided was for what is currently	1,2,3	1-5	Next meeting, we will review the alignment of the Latinx strategic

Strategies to facilitate implementation, 20 min	listed in the Enrollment Strategy Plan. Members were divided into two groups to identify the equity actions that are already in place. Groups wrote feedback on documents and gave it to Keith to review feedback.			goals with the equity plan. Keith will revise the Strategic Enrollment Plan based on feedback.
Review and update the Strategic Enrollment Plan, Keith Wurtz, 30 minutes	<p>Keith wanted to share with the members that the work they are all doing is being updated in the plan. Once we have a draft of the plan, then it will be shared out with the campus. Based on the work from last meeting, some strategies that were created:</p> <ul style="list-style-type: none"> -Continue to work with high schools for enrollment. -Explore funding for systems for data analytics to automate outreach to students. -Implement walk in application workshops. -Develop gender culture spaces and programs to provide spaces for students to connect in a safe space. Like PUENTE and EMOJA. -Explore strategies to reduce costs for students. -Increase the number of faculty trained on Canvas to increase usage. -Provide additional support for Latinx and Black students for online coursed. <p>Keith will take the work completed today and incorporate it into the plan.</p> <p>Brandi shared that 6.4 a.I should say “work with the DECC committee”. Also 2.2.a.I should include “DAWG”.</p> <p>Ernesto shared that EOPS and DSP will pilot auto messaging. Students will receive a message from Starfish letting them know their registration date. They will also receive a message to enroll if they missed</p>	I-3	I-5	

	their priority date. This would fit under Goal 2.3, please add action item.			
Update on two-year schedule implementation process, Keith Wurtz, 5 minutes		I-3	I-5	
QFE: Enrollment Dashboard , Keith Wurtz, 5 min		I		
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	Michelle shared they are starting a new marketing campaign for the Spring enrollment on October 23, 2023. One thing they found through paid advertising, is that our cost for click is more expensive than Valley. They found this is because based off where Google places CHC based off the number of reviews CHC has through all sites. They are encouraging us to encourage more people to give us 5-star reviews. The more reviews we receive than our advertising will be at a higher level on Google search. Our cost per click will also go down. Michelle would like feedback on how to request this survey to be completed. Keith shared it would help for members to see the “how to” give a review for CHC. It was suggested that we go to counseling and have them give out a little handout with a QR code to the students after their advising appointments so they can review their experience. TL also suggested creating a 2-minute YouTube video on “how to” complete a 5-star review for an excellent place. The video/link can be sent out to all faculty and encourage them to share with students when they have a great experience or interaction with the student.	I-3	I-5	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz /		I-3	I-5	

Gio Sosa / Delmy Spencer, 5 min				
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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. 	
<p>STRATEGIC DIRECTIONS</p> <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
<p>STUDENT EQUITY GOALS</p>	

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