

Crafton Hills College

Date September 16, 2010

Enrollment Management Committee

Agenda

Members

Bahner, Daniel
Bridge, Kaitlin
Colvey, Kirsten
Contreras, Amber
Harrison, Gloria (eo)
Hogrefe, Richard
Marshall, Cheryl
Paddock, Ericka
Pfahler, Diane
Rippy, Scott (eo)
Warren-Marlatt, Rebecca
Wurtz, Keith
Yamamoto, June

TOPIC	DISCUSSION	FURTHER ACTION
Welcome and introductions	Those present introduced themselves. The agenda included last year's members and omitted some of this year's. It was amended for the record.	
Review of charge and membership	The charge was reviewed. Scott Rippy volunteered to be Kaitlin Bridge's mentor for the committee. The committee noted that there is no Classified member. Members agreed that, as the Enrollment Management Committee reports to Crafton Council, and as it is a shared governance body it is important that classified staff is included in the membership.	Rebecca will contact CSEA and Classified Senate for representatives and will submit an amended membership list to the Crafton Council for approval.
Discussion, Committee rules and decision-making model	The committee agreed to use a mixed model for decision-making, with consensus the primary mode and majority vote only when the committee cannot come to consensus. The chair will act as facilitator.	
Enrollment Management Plan, Review, Updates, Input	The group discussed how Enrollment Management might be defined. <i>Enrollment Management is a planning process undertaken to control and predict enrollment and to identify the objectives and activities that will enable us to meet the overarching college goals described in the Educational Master Plan. Organizationally, enrollment management intersects every segment of the campus—President's Area, Instruction, Student Services, and Administrative Services. The plan should include major components of marketing and outreach; retention, and goal completion. Both qualitative and quantitative evidence must be used in Enrollment Management decision-making. Key questions involved in Enrollment Management are "Whom should we serve?" and "How do we ensure that enrollment planning is used to allocate resources?"</i>	

Review Goals and QEI's	The Quantitative Effectiveness Indicators listed in the Educational Master Plan and the Goals from the 2009-2011 Enrollment Management Plan were reviewed and compared. For the most part, the Enrollment Management goals were developed without any real data and tended to be over-ambitious. It was decided by the committee that the goals would be re-written as more general, with specific objectives and strategies to be identified. New objectives and strategies will be added, and those in the current plan will be fitted to the new goals.	Rebecca will re-write the Enrollment Management goals to be more general, and will present them at the next meeting for discussion.
Selected Goals and Strategies, 2010	This item will be tabled until the goals are revised.	
Idea, Webinar on Retention, October 21, 1:00 p.m., Education Dynamics	The committee agreed to consider a webinar on retention after the plan is revised, perhaps some time in February.	
Work Groups: updates and discussion: Do these need to be reconstituted? Outreach Research Targeted Programming	This item was tabled pending revision of the goals.	
Other Business	None	
Adjournment	2:30 p.m.	

Mission Statement: The mission of Crafton Hills College is to advance the education and success of students in a quality learning environment.

Vision Statement: The vision of Crafton Hills College is to be the premier community college for public safety and health services careers and transfer preparation.

Institutional Values: Our institutional values are creativity, inclusiveness, excellence, and learning-centeredness