

**Crafton Hills College  
Chairs Council  
January 16, 2009  
Minutes**

**Members Present:** Kelly Boebinger, T. L. Brink, Tom Bryant, Brad Franklin, Jodi Hanley, Rick Hogrefe, Mark Jonasson, Catherine Pace-Pequeño, Mario Perez, Aaron Race, Frances White, Laura Winningham; Dan Word

**Others Present:** Judith Ashton, Donna Ferracone, Vicki Franco, Cheryl Marshal, Laurens Thurman, , Sherri Wilson

**Members Absent:** Robert Brown, Judy Giacona, JoAnn Jones

Meeting called to order at 9:00.

Minutes approved by consensus with change to “priority” for learning communities

Item 3 removed from agenda

Sticky Friday was discussed, will be done by deans for summer and announcement will be made regarding fall

Many stated that the spreadsheets were a better way to go. Laurens will be contacted by the deans regarding fall’s spreadsheets

Discussion regarding the future role and structure of Chairs Council

Item 4: Made academic senate committee to have reporting line

Tried to use facilitators but was not successful

Discussion on how to proceed with leadership

Decided that Rick would take leadership role for remainder of the semester

Setting agenda with deans and vpi

Reporting back to senate

Will have clerical support

Will not continue with small groups working on issues but will work as large group

Textbooks

Chair selection and eval

GE Patterns

First will tackle chair selection and eval

Other items:

Fall schedule

Budget

Meeting adjourned 10:20 am

Next meeting February 20, 2009

Crafton Hills College  
Enrollment Management Plan 2008-2011

**Vision Statement:** To be the premier community college for public safety and health service careers and transfer preparation  
**Mission Statement:** To advance the education and success of students in a quality learning environment

*The Crafton Hills College Enrollment Management Plan was developed to address the recruitment, admission, retention and success of students.*

**Goals:**

1. Increase FTEs by 8% each year for the next 3 years.
2. Increase retention rate by 5% each year for the next 3 years.
3. Increase persistence rate by 3% each year for the next 3 years.
4. Identify new programs to attract untapped student populations.
5. Increase the number of students who complete programs/certificates/degrees BY 10% each year for the next 3 years.
6. INCREASE PRODUCTIVITY BY CLOSING THE GAP BETWEEN CURRENT AND TARGETED PRODUCTIVITY INDICATORS BY 25% PER YEAR.

Strategy 1:	<i>Develop a First-Year Experience Program</i>			
Goals Addressed:	<i>2, 3, 4 and 5</i>			
Responsibility:	<i>FYE Work Group, VP Instruction, VP Student Services</i>			
Other Plans:	<i>BSI, Title V</i>			
Possible Funding Sources:	<i>BSI, Title V</i>			
Objectives	08-09	09-10	10-11	
Offer increased number of sections of CHC 100	6	8	10	
Develop plan for comprehensive First Year Experience Program	✓			
Implement plan for comprehensive First Year Experience Program		✓	✓	
Evaluate FYE based on persistence, retention, success, and student satisfaction.	✓	✓	✓	

Strategy 2:	<i>Develop Learning Communities Initiative</i>			
Goals Addressed:	<i>2, 3 and 5</i>			
Responsibility:	<i>Learning Communities Work Group, VP Instruction</i>			
Other Plans:	<i>BSI, Title V</i>			
Possible Funding Sources:	<i>BSI, Title V</i>			
Objectives	08-09	09-10	10-11	
Offer increased number and variety of learning communities.	12	TBD	TBD	
Successfully integrate student support services into learning communities.	✓	✓	✓	

Increase faculty and staff participation in learning communities.	✓	✓	✓
Develop a written plan for learning communities.	✓	✓	
Evaluate learning communities based on persistence, retention, success, and student satisfaction.	✓	✓	✓

Strategy 3:	<i>Offer Professional Development in Best Practices in Increasing Retention, Persistence and Success</i>			
Goals Addressed:	<i>2, 3, 5 and 6</i>			
Responsibility:	<i>Professional Development Committee</i>			
Other Plans:	<i>Title V, Professional Development Plan, BSI</i>			
Possible Funding Sources:	<i>Professional Development Funds, BSI, VTEA</i>			
Objectives	08-09	09-10	10-11	
Design, offer and evaluate workshops on general topics of retention, persistence and success.	✓	✓	✓	
Design, offer and evaluate workshops on topics of retention, persistence and success in basic skills.	✓	✓	✓	
Design, offer and evaluate discipline-specific workshops on topics of retention, persistence and success.		✓	✓	

Strategy 4:	<i>Develop Comprehensive Outreach and Marketing Program</i>			
Goals Addressed:	<i>1, 4 and 6</i>			
Responsibility:	<i>VP Instruction, VP Student Services</i>			
Other Plans:	<i>Educational Master Plan</i>			
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Develop plan for outreach and marketing efforts including leadership and coordination efforts.	✓			
Implement outreach and marketing efforts.	✓	✓	✓	
Implement outreach and marketing plan.		✓	✓	
Evaluate efforts based on retention, persistence, and success.		✓		

Strategy 5:	<i>Review and Revise Processes and Practices That May Negatively Impact Retention, Persistence and Success</i>			
Goals Addressed:	<i>1, 2 ,3 and 6</i>			
Responsibility:	<i>President</i>			
Other Plans:				
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Convene group to review current processes and practices	✓	✓	✓	
Conduct usability study.		✓		
Identify potential problems and opportunities for improvement.	✓	✓	✓	
Recommend changes in processes and procedures.	✓	✓	✓	
Implement changes in processes and procedures.		✓	✓	
Evaluate changes based on retention, persistence and success.		✓	✓	

Strategy 6:	<i>Develop Alternative Delivery Programs (Evening, Weekend and Online)</i>			
Goals Addressed:	<i>1, 2, 3, 4, 5 and 6</i>			
Responsibility:	<i>VP Instruction, VP Student Services, Marketing/Outreach</i>			
Other Plans:	<i>Technology Plan, Distributed Education Plan, Outreach and Marketing Plan</i>			
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Assess current capacity and resources.	✓			
Develop and implement marketing and outreach efforts for current and future programs.	✓	✓	✓	
Develop plan(s) for evening, weekend and/or online programs.		✓		
Implement(s) for evening, weekend and/or online programs.			✓	
Evaluate program changes based on retention, persistence, success, and student satisfaction.			✓	

Strategy 7:	<i>Identify and Attract Students to Programs with Growth Potential and Consistent with the College's Mission and Vision</i>			
Goals Addressed:	<i>1, 2, 3, 4 and 5</i>			
Responsibility:	<i>Instructional Deans, Marketing/Outreach</i>			
Other Plans:	<i>Outreach and Marketing Plan</i>			
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Evaluate and provide support to current programs with growth potential (e.g. Fine Arts, Teacher Prep).	✓	✓		
Identify and investigate new programs with growth potential (e.g pre-Engineering, GIS, Massage)	✓	✓	✓	
Develop marketing and outreach strategies to attract students to these programs.		✓		
Evaluate programs and their effect on retention, persistence, success and student satisfaction.			✓	

Strategy 8:	<i>Develop Low Unit Certificates and Achievement/Recognition Awards</i>			
Goals Addressed:	<i>1, 4 and 5</i>			
Responsibility:	<i>Instructional Deans, Dean Student Development, Faculty, Marketing/Outreach</i>			
Other Plans:	<i>Outreach and Marketing Plan</i>			
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Identify need for low unit certificates.	✓	✓		
Develop curriculum for low unit certificates if appropriate.		✓	✓	
Develop outreach and marketing strategies for low unit certificate programs.			✓	
Offer courses in low unit certificate programs.			✓	
Investigate options of recognition (achievement) awards and implement if appropriate.	✓	✓		
Evaluate certificate and award effect on retention, persistence, success and student satisfaction.			✓	

Strategy 9:	<i>Develop and Implement Effective Scheduling Plan</i>			
Goals Addressed:	<i>1, 2, 3, 4, 5 and 6</i>			
Responsibility:	<i>VP Instruction, Instructional Deans</i>			

Other Plans:				
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Identify appropriate and effective scheduling practices.	✓			
Implement appropriate and effective scheduling practices.		✓	✓	
Analyze effect of course offerings and schedule on persistence, retention and success.		✓	✓	
Evaluate scheduling changes based on persistence, retention, success, and student satisfaction.				✓

Strategy 10:	<i>Attract High Performing College-Ready Students</i>			
Goals Addressed:	<i>2, 3, 4,5 and 6</i>			
Responsibility:	<i>VP Instruction, VP Student Services, Instructional Deans, Honors Steering, Marketing/Outreach</i>			
Other Plans:	<i>Honors Institute, Outreach and Marketing Plan</i>			
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Develop and implement written plan for growth and development of the College Honors Institute.	✓	✓		
Develop outreach strategies specific to high performing students, their counselors and parents.		✓		
Develop and implement pre-Engineering program.		✓	✓	
Develop and implement an integrated program of student support services for high performing students.			✓	
Evaluate strategies based on retention, persistence, success and student satisfaction.				✓

Strategy 11:	<i>Increase Online Student Services (Application, Orientation, Counseling, etc.)</i>			
Goals Addressed:	<i>1, 2, 3 and 5</i>			
Responsibility:	<i>VP Student Services, Dean Student Development, Dean Technology and Learning Resources</i>			
Other Plans:	<i>Technology Plan</i>			
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Assess current level of online student support services.	✓	✓		
Conduct needs assessment.		✓		
Develop plan to offer increased online student support services if warranted.		✓		
Implement plan to offer increased online student support services if warranted.			✓	
Evaluate services based on retention, persistence, success, and student satisfaction if warranted.				✓

Strategy 12:	<i>Develop Programs and Services to Help Students Define and Reach Goals</i>			
Goals Addressed:	<i>3 and 5</i>			
Responsibility:	<i>VP Student Services, Dean Counseling and Matriculation</i>			
Other Plans:				
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Develop a plan for Transfer/Career Center.		✓		
Implement plan for Transfer/Career Center.				✓
Develop and implement plan for faculty advising.		✓		✓
Evaluate programs and services based on retention, persistence, success and student satisfaction.				✓

Strategy 13:	<i>Increase the Number of Students Working on Campus</i>			
Goals Addressed:	<i>2, 3 and 5</i>			
Responsibility:	<i>President</i>			
Other Plans:				
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Conduct a feasibility study and needs assessment.		✓		
Identify funding source and develop plan.		✓		
Implement plan and offer increase number of campus jobs to students.				✓
Evaluate effect of program on retention, persistence, success, and student satisfaction.				✓

Strategy 14:	<i>Develop Support Services for Underserved Populations (Veterans, ESL, Re-Entry)</i>			
Goals Addressed:	<i>1, 2, 3, 4 and 5</i>			
Responsibility:	<i>VP Student Services, VP Instruction</i>			
Other Plans:				
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Assess current level of service provided to underserved student populations.		✓		
Conduct needs assessment and cost/benefit analysis of increasing support services to these populations.		✓		
Develop plan to offer increased student support services to these populations.				✓

Strategy 15:	<i>Develop Model for One Stop Delivery of Student Services</i>			
Goals Addressed:	<i>1, 2 and 3</i>			
Responsibility:	<i>VP Student Services, DREAMS Express</i>			
Other Plans:	<i>BSI</i>			
Possible Funding Sources:				
Objectives	08-09	09-10	10-11	
Investigate options regarding a physical and/or virtual one-stop student support center.		✓		
Pilot "triage service center" concept.				✓