Crafton Hills College **Enrollment Strategies Minutes**			Meets 1st & 3rd Monday's Date: October 19, 2020 Time: 1:00 PM – 2:30 PM Location: Zoom Hyperlink
Present			Visitors
Keith Wurtz, Co-Chair **T.L. Brink, Co-Chair** Artour Aslanian Brandi Bailes James Grabow	Veronica Lehman Mariana Moreno Michelle Riggs Ernesto Rivera Kirsten Colvey	Giovanni Sosa Delmy Spencer Michael Strong Dan Word	Alyssa Taylor

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
- 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

TOPIC	DISCUSSION	FURTHER ACTION
1.0 Effective, Efficient and Transparent Processes The College operates through effective processes and structures. All planning processes and decision-making are transparent, evidence-based, efficient, clearly defined…		
• Review and approve minutes from October 4, 2020 (5 minutes)	Brandi motioned and TL Seconded the approval of the October 4, 2020 minutes. Minutes passed.	
• Update on the committee charge (5 minutes)	Crafton Council approved the new ESC charge.	
• QFE: Review the census demographic data information (10 minutes)	Michelle requested that we move to top of agenda. Keith reviewed the data. The 50 year or older had a slight decline in proportion, suggesting less comfortable with remote. 20-24 year olds may have additional responsibilities at home to account for lower proportion. Day care may be closed and may be too difficult to focus on class. Are there any strategies we can reach out to 20-24 year olds? Reviewed the ethnicity data. Also examined gender, proportion of males decreased 2%. Seeing across the board declines. Next step is do some research about why people not enrolling, what kind of support they need. There are cultural differences for online learning and do not consider it as going to school. Some variables missing: children, SES, and marital status. Suggested doing family virtual orientations on expectations and what it means to be an online student. Possible to develop on web or student lingo.	Gio's office will create a short survey for 20-24 year olds, 50 or older students, and males who are not attending this fall. Keith will work with Michelle and Kay on facilitating family virtual orientations.
• Review the drafted Enrollment Management objectives and update PPR Web Tool (30 minutes)	Keith reviewed the revisions to the plan.	Keith will bring the revised changes to the next ESC.
• Review draft of additional priorities for reducing sections – Research	Moved to next agenda.	Keith will bring back after look at some additional data.

examining preference between synchronous and asynchronous (15 minutes)		
• QFE: Review dual enrollment research and discuss – Update from research on progress made on disaggregating course success by demographics (10 minutes)	Move to the next agenda.	Keith will check in with OIERP on the progress of the study.
• QFE: Review concurrent enrollment with four-year institutions research and discuss – Item added by TL Brink - Out of 6,600 students how many were concurrently enrolled in four-year college was 162 (2%). Suggested that this may be a lower number than what it actually is. Partner with these institutions to help student stay in higher education. (10 minutes)	Examined previously. Gio provided reasons why it is an accurate count. Might be good approach for President to reach out to other Presidents and see how their enrollments are going. Perhaps develop combined approach to support each other.	Keith will recommend to Kevin.
• QFE: Review Qualitative Data from GIA Focus Groups – Yvonne (10 minutes)	Move to next agenda.	Keith will reach out to OIERP to present results at the next meeting.
• QFE: Review Niche Data showing interest in programs at Crafton Hills College – Michelle (10 minutes)	Michelle reviewed Niche. It is a search engine for students looking to go to colleges. Also reviewed the data. Majors that students looked at for Crafton: Nursing, psychology, medical assistants and technicians. Niche scored Crafton as C-. Michelle is looking into how Niche gets their data. Can district optimize SEO (Search Engine Optimization)? Brandi suggested do some successful student stories about students transferring into nursing programs.	Michelle will look into why Web Standard and Web accessibility committee and if we can have them back. Specifically want to ensure CMS (Content Management System) is following SEO best practices? Michelle will reach out to TL and math department to identify possible nursing students.

2.0 Inclusiveness
The College and its structures and processes are characterized by inclusiveness, openness to input, and respect…

• Other Items	•	

3.0 Future Agenda Items
• Review data that aligns with four pillars and create dashboards to monitor progress: https://www.taftcollege.edu/academics/guided-pathways/	•	

Mission Statement	Vision Statement	Institutional Values
The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.	Crafton Hills College will be the college of choice for students who seek deep learning, personal growth, a supportive community, and a beautiful collegiate setting.	Crafton Hills College values academic excellence, inclusiveness, creativity, and the advancement of each individual.

Enrollment Strategies Committee Norms

- We will start and end meetings on time;
- We will follow 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