Crafton Hills College **Enrollment Strategies Minutes**			**Meets 1st & 3rd Monday's** **Date: April 18, 2022** **Time: 1:00 PM – 2:30 PM** **Location: Zoom Hyperlink**
Members			Visitors
Keith Wurtz, Chair T.L. Brink Brandi Bailes James Grabow Ernesto Rivera Veronica Lehman	Mariana Macamay Michelle Riggs Joe Cabrales Dan Word Karen Peterson Giovanni Sosa	Delmy Spencer Michael Strong Brandice Mello Kristina Heilgeist Laurie Green	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 the minutes from April 4, 2022 (1 minute)	Minutes approved as written with 2 corrections made.	
• QFE: (Enrollment Dashboard): Review current enrollment (2 minutes)	Gio and Keith are still working on this.	
• Career and Academic Pathways Update (Standing Agenda Item - 5 minutes)	Checking guided pathways maps and CAPs, Curricunet is going to change and add the maps and the pathways on the website.	
• QFE: Marketing Monthly Update (5 minutes) – Michelle	177 students have visited the website via the adds we are currently running. Over 52,000 have impressions in English and 19,000 in Spanish. Impressions are meaning how many times these adds have ran. Joes requested an overview of traffic on the CHC website. Michelle will bring to the next committee meeting. Mariana suggested to send out the links for surveys "About how their experience was at CHC" to Counselors, EMS, Fire, CTE and CIS since it is the end of the year.	
• QFE: Finalize the drop reasons survey (5 minutes)	Keith will take to Student Senate.	Keith will take to the Student Senate and will bring it back to ESC.
• Providing every instructor with student background information: ethnicity, race, age, sex, sexual orientation, first generation, parental status, relevant disabilities (20 minutes) – Keith, TL, and Gio	The idea is that Faculty can track student by any of the following ethnicity, race, age, sex, sexual orientation, first generation, parental status, relevant disabilities, exploring options for everyone to have access to data. Senate is coming up with data they would like to see as well, Disaggregated data plan What data do we need?	

	How would we like to receive it? What guidelines should we use to evaluate it? What should we do if the data shows a need for instructional method evaluation? Kristina brought up if students would be able to opt out of this because it could make students feel uncomfortable with the information faculty members have. Concerned expressed with rosters. Provide students with the options to opt out if already have a ccc apply account.	
• Review the Enrollment Strategies accomplishments for the 2021 – 2022 academic year	• Developed, created, and implemented CNA program • Based on research showing students more likely to successfully complete compressed courses, increased the offering of compressed classes • Developed, researched and implemented new taglines: Let's go, and your tomorrow starts today. • Developed and implemented branding guide • Developed and implemented Career and Academic Pathways website • Drafted, completed, and submitted the Guided Pathways report • The committee drafted the Scale of Adoption Guided Pathways report due in March 2022	

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