

Enrollment Strategies Committee - Minutes

Date: May 6, 2024
 Time: 1:00 p.m. – 2:30 p.m.
 Location: CCR 233


Members:

- Jessica Beverson
- Willie Blackmon, Stu. Serv. Dir.
- TL Brink, Faculty
- Jimmy Grabow, Faculty
- Andrew Guevara, Faculty

- Natalie Lopez, Faculty (Brandi)
- Mariana Macamay, Faculty
- Michelle Riggs, Director
- Ernesto Rivera, Faculty
- Ola Sabawi
- Veronia Smith

- Giovanni Sosa, Dean IERP
- Delmy Spencer, VPSS
- Mike Strong, VPAA
- Dan Word, Inst. Dean
- Diana Vaichis, CSEA Rep
- Keith Wurtz, VPI Chair
- Oriana Vara, Stu. Senate

Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
April 1, 2024, Minutes, Keith Wurtz, 5 min	Minutes approved as written	4		
QFE: Review the Dual Enrollment Crafton Data, 15 min	Reviewed Dual Enrollment – 100% retention rate, and 88% course success for the last three years.	1-3	1-5	Track dual enrollment students after high school. Track disaggregated ethnicity data to determine if the data shows the same for both High School vs. CHC
QFE: Enrollment Dashboard , Keith Wurtz, 5 min	<ul style="list-style-type: none"> • Summer is at 264 RFTES as of last Thursday, 13% above where we were same day last year. Target for Summer is 542 RFTES, we were at 492 last summer. • Fall is at 471 RFTES as of last Thursday, 32% above where we were same day last year. Target for fall is 1948 RFTES. 	1		Determine if summer is up YTD because we are offering more sections.
Review accomplishments for the year (5 min)	Reviewed 2023-2024 committee accomplishments which are listed on the second page.	1		
Committee Self Evaluation , Keith, 10 min				

<p>QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min</p>	<p>Harrison Hyun: https://jpmarketing.egnyte.com/fl/oF/TzOIkrfj#folder-link/First%20Round%20Revisions?p=74ad044d-52e0-45bf-a482-d83e218ed126</p> <p>Dr. Kristina Tauran: https://jpmarketing.egnyte.com/fl/oF/TzOIkrfj#folder-link/First%20Round%20Revisions?p=8a8786b1-94b9-4a86-8047-77666a328592</p> <p>Watched three new marketing campaigns. Two listed here are fall marketing campaigns that will be found on social media platforms, movie theatres, etc.</p>	1-3	1-5	Michelle to send these to faculty.
<p>Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min</p>		1-3	1-5	

<i>Enrollment Strategies 2023-2024 Committee Accomplishments</i>		
Topic	SD#	SEG#
Completed the guidelines for prioritizing course offerings.	1,2	1-5
Completed the implementation of the drop reasons survey.	1,2	1-5
Provided data on effectiveness of dual enrollment	1,2	1-5
Exceeded 2023-2024 Enrollment Targets by 9%	1,2	1-5
Updated components of the Enrollment Strategies Plan	1,2	1-5
Completed 5 objectives/action items in the Enrollment Strategies plan: increase dual enrollment plan, implementation of one book one college, supporting students at conferences, access data to examine Canvas use in relation to course success, and development of tagline for Crafton	1,2	1-5
Successfully implemented the FW Grade for Fall 2024	1,2	1-5
Increase in social media following across all platforms from Jan 2023 – Jan 2024.	1	
<p>Implemented the following advertising campaigns:</p> <ul style="list-style-type: none"> ▪ Fall 2024 Registration Mailer Campaign to all 109,200 households in service area. ▪ Digital marketing campaign for new Bachelor’s Degree in Respiratory Care ▪ Collaboration with SBCCD and JP Marketing for robust enrollment marketing campaign and financial aid campaign resulting in 8M impressions. 	1,2,3	1-5

<ul style="list-style-type: none"> ▪ Partnership with Motimatic for conversion campaign directly marketing to students who have stopped out. ▪ Collaboration with IEDRC for conversion campaign directly marketing to students who have started their application for CHC but have not submitted it. ▪ Collaboration with IEDRC for conversion campaign directly marketing to students who have applied but not enrolled at CHC. ▪ Developed new CHC Brochure, updated Fast Facts flyer, created VRC Brochure, Our Town Ad, One More Flyer 		
Updated 45 academic program pages, including redesign, implementation of contact forms, and links to CAPS major sheets on website.	1,2,3	1-5
Website traffic has increased over the last six months from 44,000 users to 48,000 users, from 36,000 new users to 40,000 new users, and an increase of almost 20 seconds in average engagement time.	1,2,3	1-5

<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> <ol style="list-style-type: none"> 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. 	
<p>ENROLLMENT STRATEGIES COMMITTEE CHARGE</p>	

- 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