

# Enrollment Strategies Committee - Agenda

**Date: February 3, 2025**  
**Time: 1:00 p.m. – 2:30 p.m.**  
**Location: CCR 233**

## Members:

☐ Jessica Beverson  
☐ Willie Blackmon, Stu. Serv. Dir.  
☐ Debbie Bogh, Faculty  
☐ Mariana Macamay, Faculty  
☐ Genesis Maya, Stu. Senate

☐ Michelle Riggs, Director  
☐ Ernesto Rivera, Faculty  
☐ Kaela Sarsoza, Stu. Senate  
☐ Giovanni Sosa, Dean IERP  
☐ Delmy Spencer, VPSS

☐ Mike Strong, VPAA  
☐ Dan Word, Inst. Dean  
☐ Keith Wurtz, VPI Chair

## Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
February 3, 2025, Minutes, Keith Wurtz, 5 min		4		
QFE: <a href="#">Enrollment Dashboard</a> , Include update on Fraudulent Students, Keith Wurtz, 5 min	<ul style="list-style-type: none"> <li>Total Summer 2024 is at 527 RFTES, 7% above last year. Target for Summer was 543 RFTES.</li> <li>Fall is at 2,115 RFTES, 11% above where Crafton was on the same day last year. Target for fall is 1,974 RFTES. We are 146 RFTES above the target.</li> <li>Spring 2025 is at 1,932 RFTES as of last week, 10% above where CHC was at the same time last year. Target is 1,823. CHC is 109 RFTES above target.</li> </ul>	1		
ACCJC Input for Standards 2.6 and 2.7 2.9, <a href="#">Group Activity</a> (30 Minutes)	<ul style="list-style-type: none"> <li></li> </ul>			
Review and update Goal II of the Enrollment Strategies Plan (20 minutes)	<ul style="list-style-type: none"> <li></li> </ul>	1-3	1-5	
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	<ul style="list-style-type: none"> <li></li> </ul>	1-3	1-5	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	<ul style="list-style-type: none"> <li></li> </ul>	1-3	1-5	

Enrollment Strategies 2024-2025 Committee Accomplishments		
Topic	SD#	SEG#
Based on review of data identified the following pathways to focus on in outreach efforts: Science, Technology, Engineering and Mathematics; Society, Behavior, and Culture; and Creative and Fine Arts, Communication, and Design.	I-3	I-5
Reviewed the District Dual Enrollment Plan and provided detailed feedback on the plan to the district.	I-3	I-5
Provided input on Standards I and II for the writing of the ISER.	I-3	I-5

<p><b>Mission Statement:</b> 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><b>Vision Statement:</b> 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><b>Institutional Values:</b> We rely on the following values to support our vision and mission:</p> <ul style="list-style-type: none"> <li>• Respect: To champion active listening and open dialogue within our community.</li> <li>• Integrity: To uphold honesty in our interactions and academic pursuits and maintain community collaboration.</li> <li>• Diversity &amp; Inclusion: To promote a welcoming environment through equitable and antiracist practices in all aspects of our work.</li> <li>• Innovation: To actively grow and adapt to support our mission and vision through a willingness to embrace new perspectives and new ideas.</li> <li>• Leadership: To develop and inspire current and future leaders through professional development, mentorship, education, and experience.</li> <li>• 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.</li> </ul>	
<p><b>STRATEGIC DIRECTIONS</b></p> <ol style="list-style-type: none"> <li>1. Increase Student Enrollment</li> <li>2. Engage in Practices that Prioritize and Promote Inclusivity, Equity, Anti-Racism, and Human Sustainability</li> <li>3. Increase Student Success and Equity</li> </ol>	<ol style="list-style-type: none"> <li>4. Develop a Campus Culture that Engages Students, Employees, and the Broader Community</li> <li>5. Foster and Support Inquiry, Accountability, and Campus Sustainability</li> </ol>
<p><b>STUDENT EQUITY GOALS</b></p>	

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.

#### **ENROLLMENT STRATEGIES 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.
  - Supporting 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**

- Up to 6 Managers (to be determined)
- Up to 6 Faculty (appointed by Academic Senate; recommending at least one or more from each division)
- Up to 6 Classified Staff (three appointed by CSEA; three appointed by Classified Senate)
- Up to 6 Students (appointed by Student Senate)

#### **ENROLLMENT STRATEGIES COMMITTEE NORMS for 2024-2025**

- 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