

Enrollment Strategies Committee - Minutes

Date: May 5, 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
March 11, 2025, Minutes, Keith Wurtz, 5 min	Minutes approved as written.	4		
QFE: Enrollment Dashboard , Include update on Fraudulent Students, Keith Wurtz, 5 min	<ul style="list-style-type: none"> Reviewed enrollment for summer and fall. As of May 2, 2025, total Summer 2025 is at 318 RFTES, 30% above where CHC was at the same time last year. As of May 2, 2025, total Fall 2025 is at 518 RFTES, 22% above where CHC was at the same time last year. 	1		
Review the Success Funding Model (20 minutes)	<ul style="list-style-type: none"> Mike Strong reviewed the Student Success Funding Model with the committee. The 24-25 Multi-Year Forecast Unrestricted General Fund final budget was reviewed. 			<p>Mike/Keith to send Christopher an email – the certificate numbers do not look correct, too low (75) for FY 23-24. Review all (3) fiscal years.</p> <p>Mike to confirm if (4) degrees that (1) student receives is it (1) or (4) that is recorded in the total State Success Incentive Component Funding.</p>
Review and update Goal II of the Enrollment	<ul style="list-style-type: none"> 	1-3	1-5	

Strategies Plan (20 minutes)				
Meeting time for next year based on the compressed calendar 12:45 – 2:10 or 1PM – 2PM? (5 minutes)	<ul style="list-style-type: none"> New meeting times were discussed and collectively the members voted to meet next semester from 1:00 pm – 2:00 pm. 			Sharon to schedule new fall meeting times from 1:00 pm – 2:00 pm.
Committee self-evaluation (10 minutes)	https://rebrand.ly/Committee-Self-Evaluation 	I-3	I-5	Sharon to send self-evaluation link via email to all committee members to complete.
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	<ul style="list-style-type: none"> Michelle provided a marketing update– Summer Campaign launched via YouTube and TikTok. Willie provided an update on Outreach. Express enrollments to be held over the next four months. 	I-3	I-5	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	<ul style="list-style-type: none"> No updates to provide. 	I-3	I-5	

<i>Enrollment Strategies 2024-2025 Committee Accomplishments</i>		
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>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>

- **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.

STRATEGIC DIRECTIONS

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| 1. Increase Student Enrollment | 4. Develop a Campus Culture that Engages Students, Employees, and the Broader Community |
| 2. Engage in Practices that Prioritize and Promote Inclusivity, Equity, Anti-Racism, and Human Sustainability | 5. Foster and Support Inquiry, Accountability, and Campus Sustainability |
| 3. Increase Student Success and Equity | |

STUDENT EQUITY GOALS

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