

Enrollment Strategies Committee - Agenda

Date: September 15, 2025
Time: 1:00 p.m. – 2:00 p.m.
Location: CCR 233

Members:

☐ Willie Blackmon, Stu. Serv. Dir.
☐ Debbie Bogh, Faculty
☐ Jodi Hanley, Faculty
☐ Veronica Arrowood, Classified

☐ Michelle Riggs, Director
☐ Ernesto Rivera, Faculty
☐ Genesis Maya, Stu. Senate
☐ Giovanni Sosa, Dean IERP

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

Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
May 5, 2025, Minutes, Keith Wurtz, 5 min		4		
Review committee charge, membership, and norms, Keith Wurtz, 15 min		I-3	I-5	
Review committee self-evaluation results, 10 min		I-3	I-5	
QFE: Enrollment Dashboard , Include update on Fraudulent Students, Keith Wurtz, 5 min	•	I		
Review applied and not registered online survey, Keith / Gio, 20 min	•	I-3	I-5	
Review and update Goal II of the Enrollment Strategies Plan, 20 min	•	I-3	I-5	
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	•	I-3	I-5	
Career and Academic Pathways Update, Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	•	I-3	I-5	

Enrollment Strategies 2025-2026 Committee Accomplishments		
Topic	SD#	SEG#

<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> <ul style="list-style-type: none"> • 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 2025-2026*

- 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