

# Enrollment Strategies Committee - Minutes

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

## Members:

☒ Dan Word, Inst. Dean  
☒ Debbie Bogh, Faculty  
☐ Delmy Spencer, VPSS  
☒ Ernesto Rivera, Faculty  
☒ Genesis Maya, Stu. Senate

☒ Giovanni Sosa, Dean IERP  
☐ Jodi Hanley, Faculty  
☒ Keith Wurtz, VPI Chair  
☒ Michelle Riggs, Director  
☐ Mike Strong, VPAA

☒ Veronica Arrowood, Classified  
☒ Willie Blackmon, Stu. Serv. Dir.

## Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
May 5, 2025, Minutes, Keith Wurtz, 5 min	Minutes approved as written.	4		
Review committee charge, membership, and norms, Keith Wurtz, 15 min	Members reviewed committee charge and membership. No changes needed.	1-3	1-5	
Review committee self-evaluation results, 10 min	Keith to confirm evaluation results. Will add this to the next meeting's agenda.	1-3	1-5	Keith to add this to the 10/06/25 agenda.
QFE: <a href="#">Enrollment Dashboard</a> , Include update on Fraudulent Students, Keith Wurtz, 5 min	<ul style="list-style-type: none"> <li>Members reviewed enrollment. CHC is up 14% from last semester.</li> </ul>	1		
Review applied and not registered online survey, Keith / Gio, 20 min	<ul style="list-style-type: none"> <li>Reviewed Applied and Not Registered survey.</li> <li>Key takeaways.</li> <li>80% female</li> <li>53% Hispanic</li> <li>Younger than 21</li> <li>They would like to see more online classes.</li> <li>Reason for not registering: General lack of time.</li> </ul>	1-3	1-5	Priority registration dates need to be updated. (Admissions and Records)
Review and update Goal 11 of the Enrollment Strategies Plan, 20 min	<ul style="list-style-type: none"> <li>Keith to look at offering more hybrid classes on 100 level courses.</li> <li>Waiting to see how the night and weekend classes do.</li> </ul>	1-3	1-5	
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	<ul style="list-style-type: none"> <li>Marketing Update: Fall campaign just wrapped up. Spring is being finalized. Additional updates to be provided at the next meeting on 10/06/25.</li> </ul>	1-3	1-5	

	<ul style="list-style-type: none"> <li>• Outreach Update: There are 35 tabling opportunities, off-campus.</li> <li>• 10/15/25 125 Girl Scouts will be attending Allied Health.</li> <li>• 04/17/26 Is Senior Day, beach theme. Palm Trees and Possibilities.</li> </ul>			
Career and Academic Pathways Update, Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	<ul style="list-style-type: none"> <li>• Keith Wurtz - Shella is still working this fall on the Pathways for Instruction. Counseling input will be key for both Geoff and Liz. A new version of Program Mapper to be released. This may help in updating the pathways.</li> </ul> <p>No additional updates.</p>	I-3	I-5	

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

**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.

**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.

**Institutional Values:** We rely on the following values to support our vision and mission:

- 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**

- |                                                                                                               |                                                                                         |
|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 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 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