

Enrollment Strategies Committee - Minutes

Date: February 2, 2026
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, Director

☒ 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
November 17, 2025, Minutes, Keith Wurtz, 5 min	Minutes reviewed and accepted as written.	4		
Review the Spring 2025 Committee Self-Evaluation Results, Keith, 10 min	Keith reviewed the enrollment strategies committee self-evaluation results. Three people responded to the survey. The responses were either agree / strongly agree or good / very good. Committee also discussed ideas for improvement, and none were noted. Committee members expressed how they liked not meeting when there was nothing to discuss and how meetings were run efficiently.	4		
QFE: Enrollment Dashboard Keith Wurtz, 5 min	<ul style="list-style-type: none"> District target for Crafton is 4,658.69 RFTES for the year. Crafton is currently at 4,995.44, 336 (7%) RFTES above the target. 	1		
Review and update Goals V, VI, and VII of the Enrollment Strategies Plan, 20 min	<ul style="list-style-type: none"> Keith reviewed goals V, VI, and VII of the Enrollment Strategies Plan. Most of the objectives have been met. However, work still needs to occur with goal V, incorporating the use of Canvas into in person classes based on input from students. Committee also discussed the need to update the Enrollment Strategies Plan since both the Educational Master Plan and Student Equity Plan have been updated. 	1-3	1-5	<p>Keith will work with Director of Distance Education on implementing the use of Canvas in in-person classes.</p> <p>Keith will begin reviewing data and plans with the Enrollment Strategies Committee to update the Enrollment Management Plan.</p>

QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	<ul style="list-style-type: none"> • Spring enrollment campaign report from vendor. Changed creatives which may have helped increase enrollments. Snapchat, YouTube, ticktock, meta, and expanded reach to mountain areas. Both Spanish and English and similar results. Targeting parents. Twitch adds which is platform that gamers use. Click through rate was 98%. Billboards. More total users visit site. Over 11,000 students funneled into website. • Round of emails today, Wednesday, and late Frida 2,181 applied and not registered. Registration assistant available in CCCR-155. 	1-3	1-5	
Career and Academic Pathways Update, Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	<ul style="list-style-type: none"> • Keith reviewed how Guided Pathways Faculty Lead is continuing to update the Career and Academic Pathways and working with the District and SBVC to implement Program Mapper 2.0 so that when faculty update curriculum the CAPs are automatically updated. 	1-3	1-5	Keith will continue to work with the District and SBVC to implement in Program Mapper 2.0.

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

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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 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