

# Enrollment Strategies Committee - Agenda

Date: April 16, 2024  
 Time: 1:00 p.m. – 2:30 p.m.  
 Location: CCR 233

## Members:

- Jessica Beverson
- Willie Blackmon, Stu. Serv. Dir.
- TL Brink, Faculty
- Jimmy Grabow, Faculty
- Debbie Bogh, Faculty

- Natalie Lopez, Faculty (Brandi)
- Mariana Macamay, Faculty
- Michelle Riggs, Director
- Ernesto Rivera, Faculty
- Giovanni Sosa, Dean IERP

- Delmy Spencer, VPSS
- Mike Strong, VPAA
- Dan Word, Inst. Dean
- Keith Wurtz, VPI Chair
- K. Sarsoza, Stu. Senate

## Action Items

Item, Presenter, Time	Minutes	SD#	SEG#	Proposed Action
May 6, 2024, Minutes, Keith Wurtz, 5 min		4		
QFE: <a href="#">Enrollment Dashboard</a> , 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 2,108 RFTEs, 12% above where we were same day last year. Target for fall is 1974 RFTEs. We are 135 RFTEs above the target.</li> </ul>	1		
Review the results from the Committee Self Evaluation (15 minutes)	•	1-5		
Review the charge and membership (15 minutes)	•	1-5		
Review the committee Norms (15 minutes)	•	1-5		
Review and update Goal 1 of the Enrollment Strategies Plan (20 minutes)	•	1		
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	•	1-3	1-5	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	•	1-3	1-5	

## Enrollment Strategies 2024-2025 Committee Accomplishments

Topic	SD#	SEG#

<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>• <b>Respect:</b> To champion active listening and open dialogue within our community.</li> <li>• <b>Integrity:</b> To uphold honesty in our interactions and academic pursuits and maintain community collaboration.</li> <li>• <b>Diversity &amp; Inclusion:</b> To promote a welcoming environment through equitable and antiracist practices in all aspects of our work.</li> <li>• <b>Innovation:</b> To actively grow and adapt to support our mission and vision through a willingness to embrace new perspectives and new ideas.</li> <li>• <b>Leadership:</b> To develop and inspire current and future leaders through professional development, mentorship, education, and experience.</li> <li>• <b>Sustainability:</b> 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> <ol style="list-style-type: none"> <li>1. Increase the percentage of African American/Black students who apply and enroll at CHC in the same year.</li> <li>2. Increase the percentage of African American/Black students persisting from fall to spring.</li> <li>3. Increase the percentage of Hispanic/Latinx students completing transfer level Math and English.</li> <li>4. Increase the percentage of African American/Black students’ degree or certificate attainment.</li> <li>5. Increase the percentage of Hispanic/Latinx students transferring to a four-year institution.</li> </ol>	
<p><b>ENROLLMENT STRATEGIES COMMITTEE CHARGE</b></p>	

- 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.
- Support 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**

- 7 Managers (to be determined)
- 7 Faculty (appointed by Academic Senate; recommending at least one or more from each division)
- 2 Classified Staff (one appointed by CSEA; one appointed by Classified Senate)
- 1 Student (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