

# Enrollment Strategies Committee - Minutes

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

## Members:

- Jessica Beverson
- Willie Blackmon, Stu. Serv. Dir.
- Jimmy Grabow, Faculty
- Debbie Bogh, Faculty
- Natalie Lopez, Faculty (Brandi)

- Mariana Macamay, Faculty
- G.Maya, Stu. Senate
- Michelle Riggs, Director
- Ernesto Rivera, Faculty
- K. 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
May 6, 2024, Minutes, Keith Wurtz, 5 min	Minutes approves as written	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)	<ul style="list-style-type: none"> <li>• Reviewed/Discussed self-evaluations.</li> </ul>	1-5		Keith to reach out to Meridyth to confirm committee lists for FY24-25.
Review the charge and membership (15 minutes)	<ul style="list-style-type: none"> <li>• Reviewed/Discussed. Made an edit to the number of Memberships and added the word, up to.</li> </ul>	1-5		Keith to make edits to the Memberships on the CHC website.
Review the committee Norms (15 minutes)	<ul style="list-style-type: none"> <li>• Reviewed/Discussed. No changes made.</li> </ul>	1-5		
Review and update Goal 1 of the Enrollment Strategies Plan (20 minutes)	<ul style="list-style-type: none"> <li>• Reviewed/Completed Goal 1 of the Enrollment Strategies plan.</li> </ul>	1		Review and update Goal 2 at the next meeting.
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	<p><i>Michelle provided a Marketing update:</i></p> <p>Fall Campaign complete. Keith and Delmy will fund general marketing campaign for FY24-25. Michelle is waiting to hear from SBVC, to see if they will be collaborating for FY24-25.</p>	1-3	1-5	

	<p>Marketing to start working on Spring 25 campaign. Respiratory Campaign for Bachelors CTE Programs which will run from October 2024 through August 2025.</p> <p><i>Willie provided an update:</i> CHC Tours are planned for Fridays. Yucaipa to tour on Friday, 10/4/24.</p> <p>10/25/24 Counselors Luncheon, Counselors from surrounding schools have been invited.</p> <p>Outreach has reached out to students who registered for fall classes but did not apply. An email was sent offering them an option to take a Late Start class. Phone calls will start next week.</p> <p>04/11/25 Save the Date – Senior Day. DJ, Photo Booth, Habit to cater the event.</p>			
<p>Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min</p>	<ul style="list-style-type: none"> <li>• No update provided.</li> </ul>	<p>1-3</p>	<p>1-5</p>	

<p><i>Enrollment Strategies 2024-2025 Committee Accomplishments</i></p>		
<p>Topic</p>	<p>SD#</p>	<p>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.

**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**

- |   |   |
|---|---|
| <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> |
|---|---|

**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.
- 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