

Enrollment Strategies Committee - Minutes

Date: October 21, 2024
 Time: 1:00 p.m. – 2:30 p.m.
 Location: CCR 233

Members:

- Jessica Beverson
- Willie Blackmon, Stu. Serv. Dir.
- Debbie Bogh, Faculty
- Mariana Macamay, Faculty
- Genesis Maya, Stu. Senate

- Michelle Riggs, Director
- Ernesto Rivera, Faculty
- Kaela 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 |
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| October 7, 2024, Minutes, Keith Wurtz, 5 min | | 4 | | 10/07/24 minutes to be approved at next meeting. |
| QFE: Enrollment Dashboard , Keith Wurtz, 5 min | Reviewed enrollment numbers. <ul style="list-style-type: none"> • Total Summer 2024 is at 527 RFTES, 7% above last year. Target for Summer was 543 RFTES. • Fall is at 2,110 RFTES, 12% above where we were same day last year. Target for fall is 1974 RFTES. We are 136 RFTES above the target. | I | | |
| QFE: Review disaggregated data for cancelled sections (20 min) | <ul style="list-style-type: none"> • Reviewed disaggregated data for cancelled sections to see if there was any disproportionate impact. Reviewed 23-24 data. It was determined that more data was needed. Keith to bring back to the next meeting. • Cancelled way more in-person courses. Online classes are less likely to be cancelled. | I-3 | I-5 | Keith to bring more data to the next meeting for cancelled sections to see if there was any disproportionate impact. Keith to request Ola to pull additional data for our African American students to see if there is a pattern. Keith to request Ola to pull data by instruction method (online, in-person and by |

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| | | | | <p>time) not just instruction method.</p> <p>*Dan to remove Physical Therapy from our catalog, as it is not currently offered.</p> <p>*Keith to ask Ola about section count. Cancelled 41 English sections? Does not look correct.</p> |
| <p>Review and update Goal 11 of the Enrollment Strategies Plan (20 minutes)</p> | <ul style="list-style-type: none"> Reviewed Objectives starting at 2.1 Discussed TikTok ideas, dance TikTok trend. Willie, Jillian, Sam Truong, Belinda, EMT student's possible participants. Objective 2.2 Self- Service. Student Senate feels that self-service is much user friendly, prefers it to web advisor. However, the feedback has been that students were finding it difficult using self-service to register for classes. Bolding the registering tab may help when registering. My transcripts is not an option in self-service. | 1-3 | 1-5 | <p>Student Senate to ask for feedback from students to bring back TikTok ideas.</p> <p>Student Senate to ask for feedback from students to see if they understand all the registrations fees.</p> <p>Marianna to send Delmy an email to look at making it easier for student to access their transcripts in self-service and possibly bolding Registration</p> |
| <p>QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min</p> | <p>Michelle provided an update on Marketing.</p> <ul style="list-style-type: none"> Working on Respiratory Care Bachelor's Degree Campaign, video filming on Thursday. Spring Enrollment campaign starts this week. (to include registration campaign with book saver) | 1-3 | 1-5 | |

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| | <ul style="list-style-type: none"> • CTE enrollment marketing campaign launches November 1st. <p>Willie updates provided by Delmy.</p> <ul style="list-style-type: none"> • Outreach, will be hosting 30-40 high school counselors this Friday. • Outreach/Ivan preparing for Registration Campaigns | | | |
| <p>Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min</p> | <ul style="list-style-type: none"> • No updates. | <p>1-3</p> | <p>1-5</p> | |

| <i>Enrollment Strategies 2024-2025 Committee Accomplishments</i> | | |
|---|-----|------|
| Topic | SD# | SEG# |
| Based on review of data identified the following pathways to focus on in outreach efforts: Science, Technology, Engineering and Mathematics; Society, Behavior, and Culture; and Creative and Fine Arts, Communication, and Design. | 1-3 | 1-5 |
| Reviewed the District Dual Enrollment Plan and provided detailed feedback on the plan to the District | 1-3 | 1-5 |
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| <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> | |

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 7-6 Managers (to be determined)
- Up to 7-6 Faculty (appointed by Academic Senate; recommending at least one or more from each division)
- Up to 2-6 Classified Staff (~~one-three~~ appointed by CSEA; ~~one-three~~ appointed by Classified Senate)
- Up to 6 Students (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