

# Enrollment Strategies Committee - Minutes

Date: February 3, 2025  
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
November 4, 2024, Minutes, Keith Wurtz, 5 min	Minutes approved as written.	4		
QFE: <a href="#">Enrollment Dashboard</a> , Include update on Fraudulent Students, 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 2,115 RFTES, 11% above where we were same day last year. Target for fall is 1974 RFTES. We are 146 RFTES above the target.</li> <li>Spring 2025 is at 1,984 RFTES as of last week, 13% above where we were same time last year. Target is 1,823. We are 162 RFTES above target.</li> </ul> <p>In 2024FA there were 138 fraudulent grades.</p>		1	
Institutional Effectiveness Partnership Initiative (IEPI) for Dual Enrollment Update (5 min)	<ul style="list-style-type: none"> <li>Crafton was awarded a \$200,000 grant IEPI Technical Assistant Grant for Dual Enrollment. This grant will manage a technical assistance program and will help answer questions that we have.</li> </ul>			
Update on ACCJC Substantive Change Form for more than 50% of students in at least one online section group activity (5 min)	<ul style="list-style-type: none"> <li>ACCJC Substantive Change Form was approved.</li> </ul>			
ACCJC Input for Standards 2.1, 2.2, 2.4, 2.5, 2.6, 2.7, and 2.9,	<ul style="list-style-type: none"> <li>The committee split into groups and provided input for standards.</li> </ul>			

<a href="#">Group Activity</a> (30 Minutes)				
Review and update Goal II of the Enrollment Strategies Plan (20 minutes)	<ul style="list-style-type: none"> <li>• Move to next meeting</li> </ul>	1-3	1-5	
QFE: Marketing / Outreach Update, Michelle Riggs / Willie, 5 min	<ul style="list-style-type: none"> <li>• Move to next meeting</li> </ul>	1-3	1-5	
Career and Academic Pathways Update, Jimmy Grabow / Keith Wurtz / Gio Sosa / Delmy Spencer, 5 min	<ul style="list-style-type: none"> <li>• Move to next meeting</li> </ul>	1-3	1-5	

<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

<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>• Respect: To champion active listening and open dialogue within our community.</li> <li>• Integrity: To uphold honesty in our interactions and academic pursuits and maintain community collaboration.</li> <li>• Diversity &amp; Inclusion: To promote a welcoming environment through equitable and antiracist practices in all aspects of our work.</li> <li>• Innovation: To actively grow and adapt to support our mission and vision through a willingness to embrace new perspectives and new ideas.</li> <li>• Leadership: To develop and inspire current and future leaders through professional development, mentorship, education, and experience.</li> <li>• 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.</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>	

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 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