Enrollment Management Committee
Oct 8, 2009; Building 16-111; 1:30 -4:00 PM

**Members Present**: Gregory, Cheryl; Madden, Beverley; Ramezane, Marsha; Sinarle, Kevin; Mitchell, Michael, St. Amand, Anna.
**Members Absent**: Wolf, Andreas; Rezaei, Kiana

1. **Review tasks previously created**
	1. **Review IPC definitions of tasks - looked at Budget Planning Committee’s Task Description and HR committee Task Description.**
	2. **Review “draft” tasks provided by MC as guidelines**
	3. **Determine tasks to associate with our Missions**
* Agreed previously written Mission statement is OK.

Enrollment Management Committee Tasks developed:

1. Developing long-term Enrollment Management Plan that is aligned with the College’s Strategic Plan and the Education Master Plan.
2. Developing a plan for managing the elements of the enrollment management cycle (course scheduling, marketing, recruiting and outreach, intake, managing semester start, persistence, and retention)
3. Reviewing the College Scheduling patterns to ensure that the College is scheduling courses in an integrated manner that best meets student needs.
4. Establishing communications channels to address Enrollment Management matters with the campus community
5. **Goals**
	1. **Confirm our broad topics (stages of enrollment) as stated in our mission statement: marketing, outreach, recruitment and retention**
	2. **Review our task list and determine those we want to keep (1st pass)**
	3. **Review reduced task list to determine those that could be goals**
	4. **Prioritize goals (derive 5-6 Mail Goals: achievable 2 yr timeline)**
* Agreed topics in mission statement are OK.
* Andreas provided a list of the tasks we developed last year compiled into like themes. We looked at the task for importance, and development of goals.

**Marketing/Outreach:**

*Goal 1- write a goal around marketing and outreach that encompasses the previously identified tasks/action steps for marketing and outreach.* ***Responsibility:***  *Bev*

*Goal 2 – Develop a method for tracking and evaluating marketing and outreach efforts across the campus and facilitate coordination of marketing and outreach efforts.* ***Responsibility:***  *Kevin*

**Recruitment:**

*Goal 3 - The College will respond in a timely manner to community needs and emerging and changing industries needs.* ***Responsibility:***  *Bev*

**Retention:**

*Goal 4 – Develop responsive strategies to support student retention –* ***Responsibility:***  *Mike*

* *Objectives on Basic Skills – Anna will work these. (This was amended from a goal to objective(s))*

*Goal 5 – Utilize research based methods to evaluate scheduling patterns –* ***Responsibility:***  *Cheryl*

**Homework Assignments for next meeting**: – for assigned areas work on goal worksheet –1. Revise wording of goal as needed. 2. Try to complete objectives based on the points of list above. 3. Proceed with action steps.

**Next meeting**: Oct 22, 2009, building 16-111; 1:30 -4:00 PM

Prepared by Cheryl Gregory