

# Enrollment Management Committee (EMC)

## Meeting Memory

Thursday, October 22, 2009

Members present: Cheryl Gregory, Bev Madden, Mike Mitchell, Marsha Ramezane, Kiana Rezaei,

Anna St. Amand , Kevin Sinarle forwarded input as he was unable to attend the meeting.

EMC finalized goals as noted below.

Goal 1 - College of San Mateo will develop a comprehensive marketing plan linked to the Educational Master Plan, that targets the community at large, promotes CSM as a first choice transfer institution, and is integrated into other strategic planning efforts.

Goal 2 - College of San Mateo will develop a method for tracking and evaluating marketing and outreach efforts across the campus and facilitate coordination of marketing and outreach efforts.

Goal 3 – College of San Mateo will establish a comprehensive, responsive recruitment process that responds to the community and the emerging and changing industry needs.

Goal 4 – College of San Mateo will develop responsive strategies to support student retention related to student matriculation follow up, basic skills needs, and transfer success.

Goal 5 – College of San Mateo will utilize research based methods of evaluate course scheduling patterns.

**ACTION ITEM: For the next meeting scheduled on MONDAY, NOVEMBER 9<sup>th</sup> at 1:15 pm, committee members bring draft work plans to support the above goals for final review.**