



Enrollment Management Meeting

Tuesday, March 3, 2015

2:00 PM – 3:00 PM

Board Room

DRAFT AGENDA

Committee Mission: To develop a holistic, comprehensive, and integrated approach to enrollment management while recommending scheduling, instructional and student support strategies to enhance access, success, persistence and goal attainment.

1. Review Spring 2015 progress

Goal 1: Highlights

Utilize currently enrolled students to serve as mentors to students in area elementary, middle and high schools to encourage enrollments which better reflect the community we serve. (nurtured, connected, valued)

- a. Retain goal?
- b. If yes, next steps?

Host focus groups with service clubs and other community organizations to note member perceptions of Shasta College. (engaged, connected, valued)

- a. Retain goal?
- b. If yes, next steps?

Develop a comprehensive, integrated marketing plan with assistance from CTE (Career Technical Education) deans and faculty. (directed, focused, nurtured, engaged, connected)

- a. Hold goal to next year after Director of Marketing is hired?

Clearly identify the “Steps to Success” process on the college website. (directed, focused, nurtured)

- a. Hold goal to next year after hiring is completed for web support?

Goal 2: Highlights

Celebrate individual student achievement and success (academic, extra-curricular, job placement, etc.). (nurtured, connected, valued)

- a. What is the best way to measure this goal?
- b. Next steps?

2. Review Fall 2015 initiatives

Investigate the formation of an alumni association to serve as ambassadors to the community. (connected, valued)

- a. Retain goal?
- b. If yes, next steps?

Develop and procure funds for a mentor program for part-time faculty. (directed, focused, nurtured, engaged, connected)

- a. Retain goal?
- b. If yes, next steps?

Develop minimum criteria for an attractive classroom environment and encourage steps to address shortcomings. (nurtured, valued)

- a. Do we wish to recommend a criteria?

Next Meeting: May 5, 2:00 – 3:00 pm, Board Room (Cancel April 7 due to Spring Break.)