



Enrollment Management Meeting

Tuesday, September 1, 2015

2:00 PM – 3:00 PM

Board Room

Meeting Notes

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.

Present: Tim Johnston, Lorelei Hartzler, Mike Mari, Sara Holmes. Guest: Meridith Randall

1. Mission / Membership

- a. Membership - The bylaws (draft) state that nine faculty members are required to serve on the committee. Enrollment Management Committee is a subcommittee of Instructional Council. A request will be made at the next Instructional Council meeting for three faculty, with allowance of part time representation for up to two of the three. Part time faculty are eligible for a stipend when serving on the EM committee. This could provide incentive.
- b. Mission – Meetings are meant to monitor the EM Plan and provide area spotlights as to what is going on to increase enrollment in the different areas around campus. Additional duties of the committee include: Identify markets with recruitment and marketing strategies, serve as a clearing house for outside ideas, monitor what efforts are going on, and build collaboration. Tim and Mike will put these ideas together and take to IC for approval at Thursday's meeting.

2. Review Strategic Plan 2015-2018

Option - Support the Strategic Plan initiatives instead of creating a new EM Plan.

- a. Enrollment Fall 2016
- b. BOGFW – Fall 2016
 - i. Students on probation for two consecutive semesters will lose BOG eligibility beginning Fall 2016. Many may have already registered for fall (before spring grades are posted) and will not be affected. There is an appeal process (separate from the FAID appeal process). We are currently working on criteria for special consideration. To be removed from probation, students need to complete 50% and have a 2.0 or above GPA. Currently we show approx. 400-500 level 2s (at risk of losing BOG).
 - ii. Next steps - All probation notices have been updated to include language regarding this future implication. This semester we need to make this issue more wide known. We should try to get all probation students enrolled early. We can encourage students to take a summer class and show improvement to help with the appeal process in the fall. We will put on paper our plan/intervention and work on appeal process. We will get the word out in the spring through class/faculty, possibly with cards for faculty to hand out. Consider mass mailing, video board.

3. Review Spring 2015 TracDat Report
4. Preview Fall 2015 Initiatives
 - a. 1.1.1 Welcoming Environment – shift to Equity & Marketing
 - b. 1.1.4 Alumni Association Investigation – Tim will check with the Foundation to see if possible
 - c. 1.2.2 Focus groups/Service clubs – shift to Research Analyst – push to spring 2016
 - i. Tie into a bond?
 - d. 1.2.3 Develop Marketing Plan – Marketing Committee hasn't met yet – check with Peter Griggs
 - e. 1.4.3 Pilot Acceleration Framework – Done
 - f. 1.4.4 Non Credit Student Development – in progress, leave on for fall
 - g. 1.4.5 Expand Dual Enrollment – within state guidelines, is being done
 - h. 2.1.1 Student Portal – Webmaster, keep for fall
 - i. 2.1.3 “One Stop” model – Web is being updated to be process oriented, moving forward on Student Success Facilitators and Student Success Lab
 - j. 2.2.2 Mentor program for PT faculty – done in SLAM, leave on for fall
 - k. 2.2.5 Early Alert – innovation funding? Institutional effectiveness grant to support software, keep for fall
 - l. 2.2.8 Attractive Classroom – we are replacing furniture/painting, in progress, work on criteria this fall – IC
 - m. 3.1.1 Flex/Alternative Scheduling Options - leave on
 - n. 3.1.4 Two year scheduling pattern – continuing , leave on
 - o. 4.1.1 Data Dashboard – in progress, IT purchased tableau, IT in training

Parking Lot:

Presentations to include:

- **Outreach / Marketing Plan – FIRST**
 - Nelson Espinola is working on updating the Outreach Plan which should dovetail the Marketing Plan. Peter Griggs is working to recreate the generic brochure. The orientation should also have a more uniform look. He is also focused on creating a branding model.
- Instruction Plan
- Cohort Projects
 - FYS event – 91 attended, will track all the FYS students who registered and provide interventions
- **Follow-Up / Probation Intervention Projects – SECOND**
- Student Success / Retention committee - retention – talk about these efforts,
- Dual Enrollment

Meridith will put Tim on the next Instruction Council agenda to discuss the Enrollment Management Committee membership needs and mission review.

Next Steps:

Create BOG fee waiver outreach plan/appeal process