

**Minutes**  
**Enrollment Management  
Committee**

Wednesday, February 20, 2013  
**Board Room**  
3:00 – 4:00 p.m.



1. *Present:* Tom Orr, Marc Beam, Sandra Hamilton Slane, Frank Nigro, Teal MacMillan, Cheryl Cruse, Jason Kelly, Craig Thompson, Cindy Dupre, Keith Brookshaw, Lorelei Hartzler

*Absent:* Joan Bosworth, Kathie Dahl, Melinda Kashuba

*Guests:* None

2. Call to order at 3:05pm
3. Approval of minutes: Motion to approve January 30<sup>th</sup> minutes: MacMillan/Thompson. No discussion. Motion carries by voice vote.
4. Reports
  - A. Enrollment: There are 204 sections for summer term. High School liaison visits will take place over the next month. High School students have no enrollment fees through summer, which should help with increased enrollment. Registration for summer is mid-April. SC is currently adding sections, encouraging early registration. Next month, Sandra will provide an extended profile on dual enrollment and HS outreach. The goal is to get more recruitment, both for seniors coming here next year, but also for juniors taking courses over summer. All seniors in the region have received a personal invitation (hard copy letter) to come to SC.
  - B. Other: Dual enrollment: Current process is in review with the High Schools to ensure we are keeping with current regulations. No fee tuition has been approved by the Board. Students pay materials fee, campus fee (if the course is on our campus), and health fee. This is statewide and ongoing. Approval was January 2013 with a start in January 2013, which left little time for promotion of this resolution.
5. Discussion/action items
  - A. Long discussion held on the need for advertising/promotional activities to increase enrollment. Some recommendations include: providing the community with a current class schedule (printed postcard pointer to website), Ads at bus

kiosks, movie theater screen ads, increased follow-up to high school visits (i.e. 3 repeated exposures), educational section of Record Searchlight (at no cost?). This committee will research effective tools for advertising. It doesn't have to be massive, but needs to get out there. Motion to bring marketing and recruitment (advertising) need forward to Instructional Council with a request to move it forward to College Council: Nigro/Orr. No discussion. Motion carries by voice vote.

- B. Revised bylaws (1 attachment): Committee reviewed the changes in bylaws as attached, minor additional changes (primarily in grammar) discussed and recommended. Membership list also reviewed with dates of terms. Motion to approve bylaws as revised Orr/Dupre. Motion carries by voice vote.
- C. Alternate calendars update: There is currently a passionate workgroup researching this issue, which includes: Mark Blaser, Scott Croes, Sara McCurry, Wanda Spratt, Tom Orr, Meridith Randall, and John Cicero. This committee agrees to have the workgroup continue research until they have something substantive to bring back to EMC. The workgroup has worked for several months researching several different options, including 16 and 17 week schedules and what they calculate out to, taking into account all variables for labs, etc. Faculty doesn't want to sacrifice class time when going to the alternative schedule, but the hours (90) are the same. The workgroup will first research 16 and 17 week calendars, and then consider the variable needs of programs such as nursing. Any change in format may affect adjuncts and their pay, which will be considered. It is recommended there be an adjunct serving on both this committee and the workgroup. Melinda is the adjunct on this committee; Frank will invite her to join the workgroup. Benefits of a compressed calendar include, but are not limited to: increased retention and success, decreased costs, intersession period allowing for two summer sessions. Other concerns include consistency in scheduling and facilities (i.e. classrooms being equipped for different types of courses), as well as impact to classified staff. Discussion includes 5 flex days in the schedule instead of 3 (many schools have 6, some have 4-7, but none have 3). Academic Senate makes the calendar in consultation with AVP. EMC is welcome to go to the workgroup meetings. Process for approval is the workgroup to EMC, EMC to senate for discussion, then to negotiations (both faculty and classified), and ultimately to Instructional Council and College Council.

D. Other: None.

- 6. Upcoming meetings: Boardroom, 3-4pm.
  - March 20 – may include: presentation on HS campus visits, plans and policies, more information on dual enrollment, and marketing outreach to increase FTES.
  - April 17
  - May 15
- 7. Adjournment motioned by Orr at 3:57pm