



Enrollment Management Meeting

Tuesday, December 1, 2020

3:00 PM – 4:00 PM

<https://cccconfer.zoom.us/j/91027638288>

Minutes

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

Committee Members Present:					
X	John Yu – Co-Chair	X	James Kortuem	X	Susan Westler
X	Mike Mari – Co-Chair	X	Leroy Perkins	X	Desiree Lesicko
X	Jason Kelly	X	John Whitmer		Lorelei Hartzler
X	Jun Ma				

Guest Peter Griggs, Director of Marketing and Outreach

1. Meeting called to order by John Yu at 3:02 pm.
2. Review/Approval of Minutes
 - a. Mike moved to approve minutes from October 20, 2020 and Susan seconded. Minutes approved by all members in attendance.
3. Recruiting efforts by the Market Department – Peter Griggs, Director of Marketing and Outreach
 - a. Marketing has two basic enrollment periods. Spring and Summer/Fall.
 - b. Student recruitment efforts are ongoing. Mid-late November marketing is ramping up for spring enrollment. Message is focused on cost savings FYFRE and Financial Aid as well as time, flexibility. Marketing campaigns target current students of recent semester for continuation of retention effort for spring. We also reach out to drop outs and non-persists. Also students who have applied, but are not registered.
 - c. Mass communication is sent to key influencers, parents, employers.
 - d. Types of media created
 - i. Posters at high schools – third party company works with HS to put in high traffic area
 - ii. Theaters – promotional videos
 - iii. TV – promos during football season
 - iv. Local Radio – a key marketing channel

- v. Spotify/iHeart – target digital and younger generations
- vi. Text/email campaign – run during enrollment season
 - 1. Leroy reminded Peter that acronyms often need to be paid attention to since they are not always common knowledge.
 - 2. Mike brought up that not using acronyms might make a program feel new and generate interest.
- vii. Postcards – sent each enrollment period to every door by direct mail with enrollment dates.
- viii. OTT/CTV – ads during Hulu or digital TV service programming
- ix. Banner ads and search campaigns – reverse transfer targeting and geo fencing.
- x. Search campaigns – if students search for topics in search engines, we aim to show up on the first page of google results
- xi. Social media
- e. Summer and Fall enrollment marketing only
 - i. Bus signage
 - ii. Geo fencing around high schools during events such as graduation ceremonies
 - iii. Post cards
- f. Late start classes with lacking numbers – mini campaigns through social media
- g. Currently , Mini campaign for CTE through Snap Chat, paid search, radio, OTT
- h. We promote through the stories of our students by sharing student success stories on Youtube
- i. Also profile teachers through videos.
- j. Talk Radio – KCNR monthly program

John Whitmer and Leroy Perkins made some suggestions about improving the marketing effort and Peter acknowledged their feedbacks.

- 4. 2019-2021 Enrollment Management Plan Assessment
 - a. John shared the Assessment Unit Four Column document for the Enrollment Management Plan for 2019-2021. Strategies, activities, updates, follow up.
 - b. The Committee will review the document in detail together at the next Enrollment Management meeting in the spring to wrap up the 2019-2021 plan.
- 5. Meeting adjourned at 3:55 pm.
- 6. Next meeting will be January 26, 2021 at 3:00 pm via Zoom.