



Enrollment Management Planning  
February 11, 2008  
PCR

Attendance: Randy Anderson, Kathleen Burke-Kelly, , Daryl Kinney, Will Marmolejo, Mitchell Polin, Maria Reisch, Myra Siegel, Ken Sherwood, Rebecca Tillberg, Andrew Walzer, Kalynda Webber

Absent: Richard Galope, Dan Wanner

Meeting Convened: 1:40 PM

Most of the time was spent reviewing the suggested EMaP goals. Some were referred to other planning documents (Ed Plan, Strategic Plan, etc) and others were refined into the following overall EMaP goals:

- Optimize enrollment through the development of all-college recruitment and enhance coordination among entry (student) services, including
  - Access
  - Recruitment
  - Coordination of entry services
  - Retention
  - Persistence
- Deliver instructional programs designed to meet the needs of our prime constituencies.
- Enhance the scheduling and curricular processes, including
  - Loop schedule creation with EMT cutting/splitting
  - Budget/funding considerations
  - Facilitate timely program completion
  - Adherence to time blocks
- Integrate distance education into the curriculum.
- Marketing, including
  - Mini-schedule
  - The “Wrap”
  - Curricular connections