

Enrollment Management Planning
January 3, 2007
PCR

Attendance: Randy Anderson, Kathleen Burke-Kelly, Merrill Eastcott, Daryl Kinney, Will Marmolejo, Mitchell Polin, Myra Siegel, Rebecca Tillberg, Andrew Walzer

Absent: Joe Meyer, Maria Reisch, Ken Sherwood, Dan Wanner, Kalynda Webber

Meeting Convened: 1:45 PM

The minutes from the organizational meeting were revised (see attached) to demonstrate the notion that the purpose of this task force is not to change the college mission, vision, or philosophy, but rather to develop its own mission, purpose, and vision that reflects those of the college as a whole.

The group agreed that the acronym for this task force needed to be revised so as not to cause confusion with the Educational Master Plan (also EMP); therefore, the acronym for this group is now EMaP, the roadmap for strategic enrollment planning.

In the first meeting, we had identified 12 components of a strategic enrollment management plan; in discussions at the second meeting, three additional components were added. The full list of components in a strategic enrollment plan is:

- Philosophy/Purpose/Vision
- Strategic Goals for Growth and Reduction
- Environmental Scans (internal and external)
- College Plans (Strategic Master, Educational Master, Technology, Facilities, Equity)
- Work Source Center
- Foundation
- Communication/Marketing
- Schedule of Classes
- Recruitment
- Retention & Persistence
- Access (with particular emphasis on Facilities and Technology)
- Key Performance Indicators (KPIs)
- Budget
- Program review

As discussion progressed, things naturally evolved into three stages. Our next steps will follow those stages:

Next week (January 10): Internal and external scans will be reviewed and summarized by Richard Galope, Daryl Kinney, Rebecca Tillberg, and Andrew Walzer.

Also next week, each of the college plans will be reviewed and summarized by someone who will look for links with the other college plans.

- Equity Plan: Myra Siegel
- Ed Master Plan: Kathleen Burke-Kelly
- Strategic master Plan: Rebecca Tillberg
- Technology Plan: Will Marmolejo
- Facilities Plan: Randy Anderson

On January 17, one focus of the meeting will be on the schedule of classes and Marketing & Communications. This discussion will be led by Lawrence Bradford, Lisa Fitch, Maria Reisch, and Mitch Polin.

Also on January 17, there will be a discussion of Distance Education, Outreach, Off-site locations, and recruitment. This discussion will be led by Merrill Eastcott, Pamela Atkinson, Kalynda Webber, and Luis Flores.

After these discussions, we will be in a better place to define our purpose and vision for strategic enrollment planning and to come up with a viable plan to accomplish our goals.

Meeting Adjourned: 3:30 PM