



Enrollment Management Planning

February 11, 2008

PCR

Attendance: Kathleen Burke-Kelly, Daryl Kinney, Will Marmolejo, Mitchell Polin, Maria Reisch, Rebecca Tillberg, Andrew Walzer, Kalynda Webber

Absent: Randy Anderson, Richard Galope, Myra Siegel, Ken Sherwood, Dan Wanner

Meeting convened: 1:10 PM

The overall EMaP goals were further refined with the bulk of the time being spent on the area of marketing. The newly-refined EMaP goals (with those taking responsibility for each area) are:

- (Kalynda, Will, Andrew) 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
- (Daryl) Deliver instructional programs designed to meet the needs of our prime constituencies.
- (KBK) Enhance the scheduling and curricular processes, including:
 - Loop schedule creation with EMT cutting/splitting
 - Consider budget/funding concerns
 - Facilitate timely program completion
 - Enforce adherence to time blocks
- (KBK) Integrate distance education into the curriculum
- (Maria) Facilitate curricular corrections
- (Rebecca) Refine Marketing, including:
 - Prepare a marketing budget
 - Develop a marketing strategy
 - Deliver Mini-schedule
- (Maria) Improve publication processes
 - Conduct a post-mortem within one month after distribution of each publication
 - Improve the “Wrap” processes, including:
 - Establish deadlines
 - Allow for a review period
 - Prepare a list of those responsible for “Wrap” accuracy

Lawrence Bradford and Allison Jones will be invited to the next meeting (April 14 at 1 PM) to discuss the “Wrap” in the catalog.

Meeting adjourned: 2:30 PM