

***Enrollment Management  
Minutes  
January 18, 2005 10:00 am – Sylvania – Conference Room B***

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Attendees: Guy Sievert, Rebecca Mathern, Frost Johnson, David Goldberg, Russell Banks, Ron Smith, Robin Burwell, Dennis Bailey-Fougner, Miriam Friedman, Craig Kolins

Absent: Patty McCoy, Steve White, Jennifer Boehmer, Scott Huff

**Action Items**

- Enrollment Management committee –respond to the Enrollment Management Goals by Friday, January 21. These goals have been sent to the committee via e-mail from Rebecca Mathern.
- Short term fixes:
  - Calls to students who have been admitted and haven't tested or have tested but haven't registered. (Craig & Rebecca)
  - PowerPoint presentation with financial aid information visible in the Financial Aid areas on campuses and available on MyPCC and www.pcc.edu. (Miriam & Frost)
  - Financial Aid Days on each campus – promotion of current workshops, etc. Additional FA Days made available for spring term. (Dennis & Frost)
  - Large posted signs in Admissions that tell students where to get Financial Aid information and basic Q & A handouts. (Miriam, Robin & Rebecca)

**Upcoming Events**

- In the end of February – Enrollment Management along with invited guests will gather for a workshop to develop Enrollment Management objectives and tasks related to the goals of the plan.
- At our next meeting, February 1, 2005 – David will give an informal presentation on PCC's Marketing Plan to the committee.
- Our next meeting is scheduled for Tuesday, February 1, 2005 – 8:00am-10:00am. Sylvania – CC President's Conference Room B. Tonia will post EM Meeting information on group page.

**Agenda**

**1. Enrollment Management definition**

- An evolving college-wide effort in support of the PCC mission to create optimum enrollment and retention through every aspect of instruction and service delivery that encourages students to meet their goals.

## 2. Plan Inclusion

- Enrollment Management does not want to exclude any department or college function.
- Plan Inclusion is a general outline of what we want to have –we need to focus on specifics of how to carry out the plan and involve college employees.
- Enrollment Management committee will come up with goals and objectives (5-6 broad goals) and the group will then decide on a cross-section of the population to meet with EM committee for a half day workshop in February. This group will play a role in identifying the objectives and tasks for each larger goal and help the EM committee finalize the entire EM plan for the first two years.
- Enrollment Management committee will ensure that all areas of the college are represented including faculty.

### *Plan Goals:*

1. Marketing and Recruitment
2. Streamlined Intake Process
3. Unified delivery of student services (especially by addressing FA problems)
4. Pre-College to college transition – preparing students
5. Departmental and classroom techniques to enhance student retention
6. Increase number of students who continue from term to term

## 3. Intake Process

- Enrollment Management committee were given hand-outs on “Current Admissions Process”. The committee reviewed and discussed the processes in detail and gave feedback. The next step is to determine how to best serve all students efficiently with the very different needs that they have.

## 4. Short term fixes

- Listed above under action items.