

Strategic Enrollment Management Committee
September 28, 2017
Meeting Minutes (Corrected 11/3)

1. Approval of the Minutes: There were no prior minutes to review.
2. Additions to the Agenda: No additions to the agenda were brought forward.
3. Continuing Business: There was no continuing business
4. New Business
 - a. The committee charge was reviewed. New language: *“This college-wide committee provides support to the Office of Instruction with regard to enrollment planning and implementation. The committee reviews best practices in the area of strategic enrollment management and provides recommendations to those involved with enrollment management.”*
 - b. The following items were brought forward by the committee as reference points to improving enrollment management:
 - Consider what students see regarding hybrid classes (Web advisor)
 - CCCApply, FTES targets, and FTES dashboard
 - Office of Institutional Effectiveness to provide data, reports regarding retention and persistence
 - Non-credit natural feeder to the college credit program (tours and transition points)
 - Outreach efforts, 15 to Finish, Completion
 - Retention, peer mentoring, intrusive counseling (retention/persistence)
 - Data dashboard, increased engagement between instruction and counseling
 - Ellucian make format for online image of college more user-friendly
 - Intervention efforts directed at students
 - Metrics regarding virtual identification, creating the ability for students to connect with college
 - Student technology, problems with web advisor, class schedules need to be student friendly
 - SEM – coordination of efforts sharing data
 - Review work at other colleges
 - Need student on committee
 - Technology, scheduling software, Education Plan data, easily understood data
 - Curriculum changes and impact on enrollment
 - Add a counselor to the committee
 - IT needs more and ongoing feedback regarding data development and tools (e.g. the dashboard)
 - Retention, why are students dropping, early counseling intervention, non-credit to credit pathway - distance ed. and hybrid delivery of non-credit
 - Curricular pathways to graduation
 - Does ASMC students do student mentoring?
 - How to accommodate students that want a full-load but can't get it

- Positive attendance non-credit, attendance tracking, Ellucian Go, Enrollment application
- Make transition between non-credit and credit easier
- Online orientation isn't the best
- Outreach – how to reach students not in high school
- IT tools that are built for the college, use the tools and improve the tools as needed
- Retention, it cost 2x as much to bring a new student into the college as it does to keep a current student at the college
- TV advertisement to reach the prospective student not currently in high school
- Provide an online orientation every 30 mins.
- Build orientations and student services around student needs
- Probation – why are students getting on probation
- How to better accommodate student needs related to retention
- Digital media, info. commercials, YouTube, etc.
- Alumni – build an alumni base via social media.
- Room scheduling software needed

Committee decided that meetings should occur every two weeks.