

Palm Beach Community College

Minutes

ENROLLMENT MANAGEMENT STEERING COMMITTEE

July 28, 2009

1:00 p.m.

ETA 101, Lake Worth

ITEM 1. Progress Toward Action Plan Completion – target date August 15

Discussion: Peak registration is having an impact on completion of action plans, although many have made significant progress. It was agreed we would extend the deadline to complete to September 15. It was also agreed we would not meet in August due to peak registration and to give action teams more time to complete their work. Plans can be emailed to Dr. Anderson, who will share with the entire committee and recommendations can be made via “reply to all users.”

Data source: None

Action: Continue to work on action plans and forward to Dr. Anderson for sharing. Complete by September 15, 2009.

ITEM 2. Review of Drafted Action Plans or Updates

Discussion: Seven action plans from the Communication with Students Action Team were reviewed. Six were approved with no or minor changes:

- 1) Written communication: Review standardized written communications to check for tone, clarity and ease of understanding and to implement improvements as needed.
- 2) Telephone services: Create a standardized format for all automated responses on the phone system and develop a customer-friendly personal response culture and processes when answering phones.
- 3) Electronic Technology: PBCC Web site –Create “How To” and “Informational” videos that help students navigate the Web site and teach students how to use college services.
- 4) Email: Improve the activation process and communication with students via My.PBCC.EDU e-mail system and implement e-mail communication standards.

- 5) Student Surveys: The creation of four or more student surveys that will provide baseline and trend data to assess perceptions of specific subsets of the student population.
- 6) Marketing: Develop a targeted, multimedia marketing program that is based on identified enrollment priorities.

Tabled for rewording or further discussion due to staffing concerns:

- 7) Live Chat: Create a college-wide Live Chat center that will enhance effective usage of this service by students and departments, providing them with just-in-time answers to their questions and assistance using Web-based resources and services.

Data source: Handouts

Action: When the six approved action plans are finalized, they should be forwarded to Dr. Anderson for submission to the Strategic Planning Committee for approval.

ITEM 3. Assessment of Action plans and Enrollment Management Goals

Discussion: Jennifer Campbell and Jeff Nowak discussed the overall benchmarks for retention and completion. The attached were agreed to, meaning our goal for 2012 for retention will be 69.4% fall to fall (assuming a 10% increase), and for completion will be 32.2% (assuming a 10% increase).

Data Source: Institutional Effectiveness Retention and Graduation rate data

Action: All action plan strategies should support these goals.

ITEM 4: Next Meeting

Discussion: It was agreed we would not meet in August. Dr. Anderson will schedule meetings of the Steering Committee for Sept, Oct, Nov, Jan, Feb, March, April and May.

Data Source: None

Action: Anderson to schedule on Outlook Calendar

ITEM 5. Other

Discussion: Once action plans are approved, the action teams should consider who can best carry out implementation of the approved plan. This may or may not require different membership of the action team.

Dr. Anderson will plan to discuss enrollment management related professional development activities at the September meeting. Please consider assistance or expertise needed for implementation.

Data Source: None

Action: After action plan is approved, begin thinking of implementation.

Attendance:

Patti Anderson
Susan Bierster
Dave Bodwell
Jennifer Campbell
Robin Johnson
Susan Lang
Scott Maclachlan
Ed Mueller
Ana Porro
Winnie Storms
Grace Truman
Matilde Roig-Watnik
Van Williams
Chuck Zettler
Jeff Nowak

Cc:

Vice Presidents
Provosts
Dr. Gallon
Student and Academic Deans