

Palm Beach Community College

Minutes

ENROLLMENT MANAGEMENT STEERING COMMITTEE

March 19, 2009

1:00 p.m.

Conference Room B, Lake Worth

ITEM 1. Update on Action Plans (All)

Discussion: Reminder of existing responsibility:

1. Recruitment (Robin Johnson, chair)
2. Communication with Students (Ed Mueller and Grace Truman, co-chairs)
3. Financial Aid (Dave Bodwell, chair)
4. Orientation (Susan Lang and Gwen Royal, co-chairs)
5. First Year Experience (Susan Bierster, chair)
6. Career and Academic Advisement (Susan Lang and Gwen Royal, co-chairs)
7. Early Alert (Winnie Storms, chair)
8. Campus Retention Pilots (Anna Porro and Mattie Roig-Watnik, co-chairs)
9. Assessment, Data and Research (Jennifer Campbell, chair)

Each action team reported their progress in forming committees, writing strategies and beginning action plans. Excellent ideas are being generated, and there is significant participation from all campuses. Discussion focused on cross relationship between teams and action plans being positive, but we should also attempt to minimize duplication.

Teams are discussing meaning of words such as “success” and what is early versus late alert for need for intervention. The original LEAP members who recommended the First Year Experience program are involved in that action team. Recognition was given that orientation is really the first step in the First Year Experience. The Orientation Team is focused on on-line orientation (required for distance learning), pre information and standardization between campuses. Also they discussed the possibility of each campus having a team of employees who assist with orientation.

Recruitment Team is discussing the various targets such as high school students, veterans, “university overflow” students and older adults. They requested

assistance in getting someone from PSAV programs to participate. Holding an open house for some target groups may be a strategy.

The advising group is focused on training, use of technology and consistency across the college. Financial Aid is discussing maximizing enrollment through use of institutional dollars and removal of barriers to receiving financial aid.

Dr. Anderson expressed appreciation to all, and encouraged you to keep working hard. We have a very short timeline.

Data source: None

Action: Dr. Anderson will seek a member for Recruitment Team from PSAV programs.

ITEM 2. Customer Service Component

Discussion: Patti shared the report of the Customer Service Committee, who is already working with the Communications Team. Please read the report and consider other ways they can be part of Enrollment Management. Customer Service components will be included in the plan.

Data source: Students Matter report and recommendations

Action: Review and include as appropriate.

ITEM 3. Enrollment Management Plan Format

Discussion: Dr. Anderson asked for input to the plan format. Her desire is to bring an outline to our next meeting. There was consensus the plan should be in a shortened, bulleted format similar to the Strategic Plan, rather than lengthy narrative.

Data Source: None

Action: Dr. Anderson will schedule a meeting with Dr. Grace to begin outline.

ITEM 4: Other

Discussion: The next meeting is April 23. Significant progress should be made by this date.

Data Source: Enrollment Management Steering Committee Timeline

Action: Keep working!

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
Chuck Zettler

Cc:

Vice Presidents
Provosts
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Student and Academic Deans