

Palm Beach Community College

Enrollment Management Committee Meeting

CRA 202

April 21, 2009

9:00am-10:30am

Welcome and Introduction-Robin Johnson

ITEM: 1 Robin indicated that proper recruitment is as important as retention

Robin Johnson informed committee to brainstorm and come up with innovative ideas for recruiting of the right students and therefore retention will sort of take care of itself.

Action:

A three (3) year plan and goal but stay realistic within the confines of the recruitment budget and staff allowances for time and other ongoing projects and responsibilities.

David Holstein shared his experiences at past institutions for devising recruitment policies and stated that while he understands PBCC is a more urbanized college than the one from which he is use to, the goal is still the same which is college consistency throughout all of our campuses. He also asked what other divisions with the college were doing with regards to recruitment and retention and how to pull them together. Robin said that the committee has information and that Roslyn will make copies of all the materials pertinent to this committee and distribute to all members.

Action:

Robin would like the members of the committee to come up with 2 ideas that will be beneficial to the recruitment plan.

ITEM: 2 Charge to the Committee

What are we doing to achieve the action?

Robin said that this will be an ongoing 2-3 year plan. Robin further said that follow up is key to success.

There was also discussion surrounding the realistic expectations students must have when showing interest in a particular course of study. Students must be made aware of what a course of study will involve and it is the job of the advisor to be certain that the prospective student is aware of the limitations some of these course have or may impose on them. Example, a student may have an interest in health care but upon

review there maybe no interest in math or science by the student. It is then the responsibility of the advisor to guide the student to other area of consideration. Penny and Rose Ann also expanded on similar points.

Item: 3 *History of PBCC Recruitment*

Robin explained that the history of PBCC's recruitment and how it has evolved with the changing times. She further expressed that the dollars are limited due to budget constraints, but it is also important to have a presence (booth or table) at many community events and functions. She also explained the enormity of the recruitment task in relation to the size of her personnel staff and the other programs which they are responsible.

Action:

Penny offered to help work with Robin with recruitment events. Nicole also express concerns about the lack of staff and resources with the largeness of the recruitment process. She suggested proactively matching the caliber of the student with appropriate suggestions and to consider an alternate area of interest. The results would be a higher level of retention because the realistic expectations would have been addressed early on.

Robin also spoke about the universities which are not accepting some highly qualified and bright individuals. How do we tap into these top students and make a PBCC desirable alternative? It is a form of recruitment within recruitment.

Action:

Rose Ann suggests we use the high school advisors to defend the benefit of obtaining an AA degree. The high school advisors need to be guided to explain the benefits of realistic goals and expectations to the students.

Item: 4 *Ideas and Plans for Increasing Recruitment from Committee Members:*

Kari McCormick

1. Develop a specific target demographic profile for recruitment. Suggestion, recruit more of the top 10 – 20% academic high school students – result: the effort of recruiting the best and the brightest students should yield a.) better retention, more graduates/completers c.) less prep students d.) filling the Honors College and d.) the College will be known as a first choice institution, rather than a last resort institution in the high schools by showing these students that PBCC wants them to come here.
2. Enhance relationships with all local high schools academic counselors.

3. Develop strategies for opening communications to high school faculty for information sessions of the College.
4. Expand or develop specific publications to explain admissions requirements.

Arnold Mathews

QEP: Adult Learners Recruitment

Problem: Many of the adults in our community are not well informed about the great opportunities that PBCC can offer them regarding the PSAV programs.

Desire Outcome: To have this population of adults informed of these opportunities and increase enrollment at PBCC, which would change their careers.

Solution: Provide an Open House for adults that are unemployed to make them aware of all the PSAV programs that we have. At the same time, they can see if they are interested in our new BAS program and PSAV programs.

QEP: High School Senior Recruitment

Problem: High School Seniors are not well informed about PBCC and the chances that they have with us here at our college. Some of these students make us their last pick when we should be number one on their list for the outstanding work that we do for them to succeed here.

Desire Outcome: To increase the enrollment of students and make us a first choice institution when deciding what college they want to attend.

Solution: Provide an Open House at the Duncan Theater for seniors, parents and teachers by providing a power point presentation about PBCC. Also, have college staff from different departments attend to answer questions (i.e. admissions, financial aid, advisement and athletics). This would be a good opportunity to inform the attendees about college tours.

Thomas Ferazzoli

QEP: Recruitment to Alumni

Problem: Since the college will be offering the new BAS degree program in Health, Public Safety and Business, it would be advantageous to promote them to unaware former graduates of PBCC.

Desired Outcome: Provide BAS information to the targeted population to increase enrollment.

Solution: Mail out the BAS information to former PBCC graduates from a generated report requested from Jeff Nowak.

QEP: High School Senior Recruitment

Problem: It is evident that a number of high school seniors are still not aware of the Fast Break/Summer Bridge Programs due to a lack of advertisement from high school guidance counselors.

Desired Outcome: To increase the number of applicants for the Summer Scholarship programs and thereby increasing prospective students for Fall enrollment at PBCC

Solution: Try to meet with high school guidance counselors at their monthly meetings to explain the Fast Break/Summer Bridge programs to ALL counselors to make sure they understand the procedures and benefits for their students to apply.

Members Present:

Robin Johnson Director of Recruitment and Dual Enrollment

David Holstein Athletic Director

Rose Ann Roche Program Manager, LPN and PCA

Larry Rutkowski Program Manager, welding, machining, HVAC

Penny Markovitz Advisor, PSAV, T&I

Alan Bohan PSAV Coordinator

Nicole Banks Dean of Students, south campus