

Palm Beach Community College

Enrollment Management Committee Meeting

CRA 202

March 19, 2009

10:30

Welcome and Introduction-Robin Johnson

ITEM: 1 Introduction and Purpose

Data Source:

Robin Johnson explained the purpose of the meeting, to increase enrollment for the college. She also asked the committee to bring back 5 strategic plans by next meeting.

Action:

Passed out forms on College -wide Recruitment Plans from other universities and colleges for review by committee.

ITEM: 2 Charge of the Committee

Data Source:

The charge to the committee is to devise or develop a 3 year recruitment plan to increase enrollment college-wide

Action:

Each committee member introduced themselves and their department

ITEM: 3 Time Line

Data Source:

A timeline informational form was passed out to the committee regarding dates for certain actions to be completed

Action: n/a

ITEM: 4 **Recruitment Action Plans**

Data Source:

Robin asked for ideas and suggestions from the committee on ways to recruit students college-wide

Action:

- **Tom-Target adult learners they are prime target being that the economy is so bad...PSAV, Trade and Industry**
 - **Alumni Students**
 - **Dual Enrollment..It was stated that some High School Counselors are advising student to take AP classes instead of enrolling in Dual Enrollment classes..required GPA 3.5...AP is a nationwide Test wherein Dual Enrollment is not, per Robin this will change**
 - **Effie-GED students should also be targeted**
 - **Overflow student population from universities (Rejects)**
 - **Brizia-Rural Area of the county..approx 3000 students in these area..the new Wellington campus will be great to housed these students.**
 - **Chris-We will need classes to accommodate these students. The college needs to utilize empty class rooms, especially the time frame from 2:00-5:00, Mom-Thurs. classes.**
 - **Tom-suggested going out of state to recruit students..Robin said that this idea is good, but must be put on the back burner for now..(3 Year Plan)**
 - **International Students (3 year Plan)**
 - **Kari- Suggested we need an on-line system to adequately track where students heard about PBCC**
 - **Build a plan with adequate help**
 - **High School recruitment is crucial to bring students to PBCC**
- Small Learning Communities program, Presidential Scholarship, GHGA, HSI Grant..this grant will bring approx. 1 million dollars to college, Dual Enrollment ...**

ITEM: Other

Next Meeting, early April, Robin would like the committee to review information given out today and bring back 2 ideas to the next meeting with solid QEP steps. Email Roslyn Grant with your suggestions by March 26, 2009. Please include : Problem and the Outcome .

Members present:

Kari McCormick-Graphic & Design-13124

Rusty Wallraff-College Info Center-13530

Robin Johnson-Recruitment and Dual Enrollment-13377

Chris Biferie-Admission Counselor-13160

Brizia Rodriques-Outreach-31172

Tom Ferazzoli-Outreach-25335

Effie Scott-Jackson-Outreach-54335

Roslyn Grant-Outreach-13373

“We plant seeds that one day will grow. We water the seeds already planted, knowing they hold future promise”...Archbishop Oscar Romero