

CONTRA COSTA COLLEGE
ENROLLMENT MANAGEMENT COMMITTEE
Wednesday, April 25, 2018
2:00-4:00p.m., Room GE-305

Minutes

Committee Members: Ken Sherwood (Chair), Dennis Franco, Catherine Frost, Beth Goehring, Sarah Boland-Drain, Tish Young (ex-Officio), Brandy Howard, Ashley Carter, Jenna Hornbuckle and Joseph (Randy) Carver

Present: Ken Sherwood, Dennis Franco, Beth Goehring, Brandy Howard, Maryam Attai, Ashley Carter, Jenna Hornbuckle, Sarah Boland-Drain and Lorena Cortez (taking notes)

Meeting called to order at 2:24 p.m.

I. Approval of Current Agenda

Dennis Franco moved to place item C. Marketing & Recruitment Committee Structure/Charge as an action item. Ashley Carter seconded the motion. The motion to amend the agenda was approved unanimously.

II. Approval of February 28, 2018 Minutes

Beth Goehring moved to approve the minutes. Dennis Franco seconded the motion. The minutes were unanimously approved.

III. Action Items

A. Marketing & Recruitment Committee Structure/Charge

Dennis Franco moved to change the Enrollment Management Committee name to the Marketing & Recruitment Committee, along with changes to the composition of members and the purpose of the committee. Brandy Howard seconded the motion.

The committee discussed that Marketing and Recruitment Committee should remain a subcommittee of the Planning, maintain the same meeting time and committee chair. The proposed member composition of the committee, were to include representative from the following positions and departments, senior dean of instruction, outreach manager and representatives from: office of student life, workforce & economic development, institutional effectiveness, middle college high school, gateway and promise grant. At the beginning of each academic year each constituency will identify two voting members.

The new purpose of the committee is as follows:

1. Develop, implement and evaluate a strategic outreach and recruitment plan
2. Review, analyze and make recommendations on indicators of success related to marketing and recruitment

3. Regular evaluation of committee's priorities and goals
4. Set priorities and build criteria for guiding recruitment activities

IV. Information/Discussion Items

A. Promise Innovation Grant Update

Miguel Alvarez was not in attendance; the report will be provided at the next scheduled meeting.

B. Outreach Report

Maryam Attai shared that three hundred (300) students from local high schools are expected to attend Comet Day on April 26, 2018. Comet Day has been designed to provide high school students with the college experience. There is a student panel and multiple sessions for students to choose from.

C. Other Discussion/News Item

Brandy Howard shared that Contra Costa College received two (2) awards from CC Pro Awards (CA community colleges) – **2nd place** Website; **2nd place** Let's Do This Viewbook.

V. Adjournment

The meeting was adjourned at 3:27pm.