

**Enrollment Management Committee
Annual Committee Report 2011-12**

Committee Name: Enrollment Management Committee

Chairperson: Brandi Brannon

List of members: Amber Beckham, Brandi Brannon, Betsy Harkey, Bradley Beauchamp, Cassie Shaw, Christie Lehman, Deana Lehman, Diana Shipley, Hazel Brown, Jeanne Ballard, Jessica Sutherland, Kaylee Covey, Kristin Harris, Shelly Baldwin, Tina Baker

Dates of meetings: April 4, 2012

Accomplishments: Held annual committee meeting and reviewed recruitment efforts college-wide

Recommendations: not at this time

Membership suggestions: Mark Holcomb or Debbie Richard

Attachment of agendas and minutes (including attendance) *included*

Submitted by: Brandi Brannon

Date submitted: May 1, 2012

Enrollment Management Committee Meeting

April 4, 2012

Agenda

1. To provide leadership in the development of a college wide Strategic Enrollment Management Plan and VCAP. *-Brandi Brannon & Jessica Sutherland*
2. To review Vernon College Closing the Gaps goals and results for participation and success. *-Brandi Brannon*
3. To review and monitor Vernon College department, individual, and standing committee recruiting materials, activities, and results to ensure on going communication and a complimentary and coordinated effort. *-Brandi Brannon, Jessica Sutherland, Jeanne Ballard, Tina Baker, Christie Lehman, Diana Shipley*
*Committee chair will maintain a master calendar and file for recruitment activities and materials.
4. To review and make recommendations for Vernon College retention plans and results. *-Brandi Brannon*
5. To serve as the official steering committee for the Uniform Recruitment and Retention Strategy and reporting requirements as required by HB 1678. *-Brandi Brannon*
6. To make recommendations to the President and President's Administrative Council. *-Brandi Brannon*

Enrollment Management Committee Meeting

April 4, 2012 Meeting Minutes

Members Present: Brandi Brannon, Jessica Sutherland, Christie Lehman, Deana Lehman, Kristin Harris, Betsy Harkey, Diana Shipley, Tina Baker, Jeanne Ballard, Kaylee Covey, Shelly Baldwin, Hazel Brown and John Hardin, III

Members Absent: Cassie Shaw, Brad Beauchamp, Amber Beckham

The meeting was started at 2:30pm by Brandi Brannon. Brandi explained that the agenda for the meeting was planned according to the responsibilities of the committee and the meeting would address each of those items.

The first charge of the committee is to provide leadership in the development of a college wide Strategic Enrollment Management Plan and VCAP, which pertains to the recruitment efforts covered by Brandi Brannon and Jessica Sutherland. Brandi explained that our current recruitment/enrollment plan is focused most heavily on recruiting from within our 12-county service-area. She provided a document to the group that was a summary of her monthly recruiting activities that she submits to Dean Hardin each month. (This document will be included in the End of Year Report for this committee). She explained the details of the document to the group. Her main recruiting activities include attending college fairs in the fall, high school visits (preferably including presentations to the Seniors) in our 12-county service-area, seeing/scheduling student appointments to help prospective students get started at the Century City Center, campus tours and all campuses and other related recruitment events.

Jessica Sutherland covered her activities to date for the academic year pertaining to dual credit recruitment and enrollment (VCAP). Prior to the school year, Jessica holds a VCAP meeting where she brings all involved parties (high school counselors, principals and superintendents, as well as Vernon College personnel) to the table to update them on any changes necessary to the high school's dual credit agreements. She explained that her Fall 2011 enrollment numbers (total students enrolled in dual credit courses) are up over Fall of last year and the same is true for the Spring 2012. She also gave a summary of her recent "Spring Forward" high school visits to begin recruiting for dual credit enrollment for the next school year.

The next responsibility of the committee is to review and monitor Vernon College department, individual, and standing committee recruiting materials, activities, and results to ensure on-going communication and a complimentary and coordinated effort. Brandi Brannon shared her main recruiting materials with the group, which includes a viewbook (general brochure on the college), new student checklist and student residence center brochure. She then called upon several members of the committee who do outreach/recruiting activities/visits to give brief summaries of their year to date activities. Year to date activity summaries were given by the following individuals on behalf of their respective departments: Jeanne Ballard-Financial Aid, Tina Baker-Continuing Education, Christie

Lehman-President's Office, Diana Shipley-Cosmetology, and Deana Lehman-Special Services. (Summaries of each person's report will be included in the End of Year report for this committee.) Dean Hardin complemented each of the respective departments on their reports and their recruitment efforts. Brandi Brannon thanked each department for sharing their information and explained that this was a good way for all of us to have a better understanding of what each individual department is doing as far as recruitment efforts. She also asked the committee members that if they feel there are certain departments that we might be overlooking to please let her know so their information can be included in our master file of the year's activities. Betsy Harkey added that SACS accreditation has standards that need to be met for all of our recruiting materials and processes and provided the group with the web address to reference that information.

The next charge of the committee is to review and make recommendations for Vernon College retention plans and results. Brandi Brannon explained that last year she, along with several other members on this committee, served on the Retention Task Force appointed by Dr. Johnston. The Retention task force made recommendations to the President and Betsy Harkey said that those recommendations can be found on the College Effectiveness webpage under Task Forces. Brandi said that because the Retention Task Force addressed the issue of retention and made recommendations to the President, it is not necessary for this committee to address retention plans at this time.

The next two charges of the committee are to review Vernon College *Closing the Gaps* goals and results for participation and success and to serve as the official steering committee for the Uniform Recruitment and Retention Strategy (URRS) reporting requirements as required by HB 1678. Brandi Brannon provided a handout to the committee from the Texas Higher Education Coordinating Board website that explains the origination of the *Closing the Gaps* plan and how it was implemented back in 2004 and 2005. In previous years, Vernon College's accountability for addressing *Closing the Gaps* was addressed through submission of the URRS report. The URRS report gathered data on our "best practices" of how we thought Vernon College was addressing *Closing the Gaps*. In the past, the URRS report was normally submitted in the fall semester. However, as of this past Fall 2011, the THECB is no longer requiring data to be submitted for the URRS report. Therefore, Mrs. Brannon said there is nothing the committee needs to address for either of these charges at this time.

Brandi Brannon went on to explain this committee is awaiting further direction from the President on revising some of the charges of this committee. Several of the charges of this committee are no longer valid, so until we hear back from the President we will not be making any recommendations to the President or the President's Administrative Council from this committee at this time.

The meeting was adjourned at 3:00pm by Brandi Brannon.

Exhibit A

Monthly Recruiting Totals 2011-12

September:

11 College Fairs
6 Student Appointments
6 High School Presentations
3 High School Visits-Drop off info
2 Campus Tours

October:

5 College Fairs
3 Student Appointments
3 High School Presentations
1 High School Visit-booth at IPHS Fall Festival
5 Campus Tours
2 Other Recruiting Activities-Brown Bag Lunch & Degree Check Day (both campuses)

November:

13 High School Presentations
2 High School Visits-Drop off info & Booth at Childress HS Career Day
5 College Fairs
7 student appointments
6 campus tours (including DARS tour for sight-impaired at STC)
1 other recruiting activity-HS Counselor's Luncheon

December:

2 High School Presentations
8 scheduled student appointments
1 campus tour
2 other recruiting activities-special NSO's for high school seniors

January:

2 high school presentations
1 high school visit-info table
6 scheduled student appointments
5 campus tours
3 other recruiting activities-NSOs

February

9 high school presentations
1 high school visit-info table
5 campus tours
13 scheduled student appointments
1 other recruiting activity-committee mtg. P-16 Council

March:

3 high school presentations
1 high school visit
1 other presentation-Statewide College Day presentation at Reg. 9
3 other recruiting activities-NSO, Transfer Fairs, WFISD Middle School Career Fair
19 scheduled student appointments
2 campus tours

Year-to-Date Totals:

21 College Fairs
77 Scheduled Student Appointments
38 High School Presentations
10 High School Visits
32 Campus Tours
21 Other Recruiting Activities
1 Statewide College Day Presentation

Exhibit A

April:

15 scheduled student appointments

6 campus tours

9-other recruiting activities-NSO @ Reg.9 & 2 first-ever Senior-only NSOs in V & WF-attended the Student Forum & SGA meeting to recruit new campus ambassador candidates for next year-assisted for Rodeo & Baseball Advising-Honors Program & Sports Banquet

1 high school visit-dual credit NSO at Rider for Kristin

Exhibit B

VCAP/Dual Credit/Concurrent Enrollment

Here is a recap of what I stated in our Enrollment Management Meeting.

Our Fall 2011 VCAP meeting had:

- 23 different high school attending
- 40 total people
- 22 Counselors
- 5 Superintendents/Assistant Superintendents
- 11 Principals/Assistant Principals
- 2 Curriculum Directors
- At our Skills Training Center

Our Fall 2011 Numbers:

- Up from last year's fall semester
- 2011-2012: 907 Duplicated, 587 Unduplicated
- 2010-2011: 885 Duplicated, 551 Unduplicated

Spring 2012 Numbers:

- Up from last year's spring semester
- 2011-2012: 771 Duplicated, 512 Unduplicated
- 2010-2011: 767 Duplicated, 500 Unduplicated

Exhibit C

2011/2012 Financial Aid Activities

August 2011: Attend VCAP Meeting

October 2011: Financial aid presentation given at Rider HS for junior & senior parents.

December 2011: Financial aid training provided at Region IX high school counselor workshop.

January 2012: Financial aid presentations given at the following high schools:

Quanah HS	City View HS
Archer City HS	Stamford HS
Crowell HS	Iowa Park HS
Electra HS	Chillicothe HS
Northside HS	Vernon HS

February 2012: Financial aid presentations given at the following high schools:

Knox City HS	Midway HS
Petrolia HS	
WFISD Education Center for Rider, Wichita Falls High & Hirschi	

Throughout the year the financial aid office also attends New Student Orientation, orientation for new LVN and ADN students, and Cosmetology students.

Exhibit D

2011-2012 Continuing Education Activities

2nd Tuesday of every month Michelle does Channel 3 morning news

Every month Michelle goes to Region 9 for morning & evening GED orientation sessions

9/22 United Way/Housing Authority - Prosperity Hub Mtg (MW)

10/19 Adult Education Advisory Committee (MW)

10/20 Chamber Expo (fliers)

11/1 & 11/8 Old High Recruit for CNA (MW)

11/11 Frank Cordero conducted a tour of the culinary facility for Little Hands Pre-school located in the First Baptist Church of Burkburnett. There were 14 sets of little hands present and 3 sets of big hands (teachers).

11/17 Frank Cordero conducted a tour of the culinary facility for a Girl Scout troop which will go toward helping them earn a badge. (approx 15 girl scouts to make the tour)

11/30 Military Child Care Innovative Mtg (MW)

1/17 Howmet – College Readiness Sessions (MW)

1/19 United Way/Housing Authority - Prosperity Hub Mtg (MW)

2/8 Rider High – counselors mtg (MW)

2/21 Burk High – principal mtg (MW)

3/28 Senior Send Off – WFISD (MW)

Tina attends weekly leads group meetings - Resource WF, attends monthly Wichita Falls Human Resource Association Meetings, attends monthly chamber networking functions – Wake Up & Business After Hours

Upcoming Events

5/1 Work Hard Work Smart – Job Fair at Sikes Senter; 1p-8p (MW &TB)

5/18 SAFB Employment Fair; 12p-4p (MW &TB)

Exhibit E

President's Office

President's Annual Report was mailed out to approximately 250 different superintendents, business partners, corporate partners, donors, elected officials and community members, etc.

Since December 2011 Dr. Johnston has visited

Vernon

- Rotary
- Optimist
- Kiwanis
- AAUW
- Optimist Club Youth Banquet Speaker
- Leadership Vernon

Wichita Falls

- Rotary
- Kiwanis
- League of Women Voters
- Leadership Wichita Falls

Exhibit F

Cosmetology

From: Diana Shipley

Subject: Summary of Recruitment and Retention

Recruitment Strategies:

Brochures – given to all student inquires, high school counselors, available at events

Adds in newspapers

Word of mouth

Community Service projects and events

Retention:

Acuplacer test will be given beginning in the Fall

TDLR now allows semester hours or clock hours – Cosmetology will start semester hours in the fall

Eight week assessment course before starting the program

At present the state requires 1500 clock hours, pass a written test and a practical test before a license is granted. This takes the students one year and eight weeks to complete. Vernon College admits new students into the program three times a year, March, July and October.

Exhibit G

Special Services

1. Assisted Director of Student Relations with tour of STC for blind and visually impaired youth
2. Presented information about New Beginnings Program at American Association of Women
3. Presented ADA information to approximately 200 students at Transition Fair at MSU
4. Provide Special Services brochures upon students' request to area high schools, DARS agency, and Student Services
5. Attended Workforce Services dinner event where Special Services programs were explained to a group of businessmen and women from the Wichita Falls area.

Deana Lehman

Exhibit H

Texas Higher Education Accountability System

In 2000, the Texas Higher Education Coordinating Board (THECB), the state agency charged with institutional oversight, adopted a statewide plan for higher education entitled *Closing the Gaps by 2015 (Closing the Gaps)*. The plan calls for each public higher education institution to engage in an ongoing pursuit of excellence. A strategy for carrying out that goal relies on the selection of institutional peers and benchmarks of performance against which progress can be measured. *Closing the Gaps* has been enthusiastically supported by the state's executive and legislative branches, but it did not encompass an accountability process.

On January 22, 2004, Governor Perry issued Executive Order RP 31 requiring the THECB and each institution and system work together to provide "the information necessary to determine the effectiveness and quality of the education students receive at individual institutions" also to provide "... the basis to evaluate the institutions' use of state resources." (See page 3 for text of the RP 31 Proclamation.)

Accountability System Structure

The Texas Accountability System for public higher education provides data for 38 public universities, nine health-related institutions, four Texas State Technical Colleges, and three two-year Lamar State Colleges. The state's two-year community colleges were added to the Accountability System in March 2005.

The THECB took the lead on the Accountability project and collaborated extensively with public universities, health-related institutions, two-year institutions, and legislative and executive office staffs on the selection, definition, and calculation of measures.

Closing the Gaps became the structure around which accountability measures were organized. *Closing the Gaps* calls for alignment between racial/ethnic groups in Texas in the areas of participation, success, excellence, and research. These became the four corner stones of Accountability, along with institutional efficiency and effectiveness.

One reason often cited for the support of *Closing the Gaps* was the plan's understandability. It has a limited number of explicit goals and targets. For similar reasons, the accountability system was designed to have a limited number of key measures in each of the primary areas, plus a more extensive set of contextual measures to inform the data reflected in the key measures. The measures are not static; they can be, and have been, changed as needed when more appropriate measures have been selected.

The System has four essential components:

- Key Accountability Measures. A small number of key accountability measures were identified for each goal. There are five categories of accountability measures (Participation, Success, Excellence, Research, and Institutional Effectiveness and Efficiencies) for the general academic and two-year institutions. Health-related institutions include an additional area for patient care.

Exhibit H

- Contextual/explanatory Measures. Additional measures are included to help place the key accountability measures in context and/or to better describe the efforts of each institution.
- Institutional explanation and description. Each institution is given the opportunity to provide further information or explanation. Each institution is also given the opportunity to add one or two additional measures.
- Out-of-state peer comparisons. For each university group, at least two group peers were selected. In addition, individual institutions selected three other unique peers. Health-related institutions chose peer for their individual components. The U.S. Department of Education's Integrated Postsecondary Education Data System is the source of most peer data.

Accountability Peer Groups

Institutions have been grouped for "like" comparisons. The groups will be *neither permanent nor prescriptive* and are reviewed every two years to reflect institutional changes as well as changing higher education needs.

Because comparisons between institutions are inevitable when data on many institutions is presented, institutions were sensitive as to how the Accountability System would be used. They emphasized that their uniqueness made comparisons invalid. While conceding that Texas has a wide variety of institutions, the state developed an approach that acknowledges institutional differences but stresses that some institutions are more similar than others.

To assist with making comparisons among the most similar institutions, universities have been grouped according to general academic mission and certain key academic indicators, such as size and number of graduate programs, research expenditures, and other factors. The groupings are intended to be neither permanent nor prescriptive. Rather, they are to be considered permeable, subject to revision as institutions evolve. These groupings are reconsidered biennially with appropriate full participation by institutional leaders. The university "peer" groups are: Research, Emerging Research, Doctoral, Comprehensive, and Master's.

Community colleges are clumped into five groups based primarily on institution size, labeled Very Large, Large, Medium, and Small. In addition, health-related institutions form a separate peer group as do state two-year institutions.

Besides being useful for appropriate data comparisons, the peer groups are at the heart of the second major function of the Accountability System: institutional improvement. The accountability process is not used as a "gotcha", but instead is designed to help institutions share best practices and discuss pertinent issues.

Each Accountability peer group meets several times a year to address specific charges identified by THECB, as well as to consider possible changes to data measures. All groups are asked to conduct thoughtful, deliberative, and student-centered process, with each institution's representatives actively participating and providing input into discussions.

Exhibit H

Governor's Proclamation RP 31

Executive Order

BY THE GOVERNOR OF THE STATE OF TEXAS

Executive Department

Austin, Texas

January 22, 2004

EXECUTIVE ORDER

RP 31

Relating to accountability of higher education systems and institutions.

WHEREAS, the people of the State of Texas expect the state to provide the highest quality of higher education; and

WHEREAS, Texas public institutions of higher education and the systems in which they operate are funded by both public funds and tuition paid by private citizens; and

WHEREAS, the public has the right to demand complete accountability for its investment in institutions of education; and

WHEREAS, public K-12 education has been required to provide comprehensive accountability to the citizens of Texas for more than 10 years; and

WHEREAS, systems and institutions of higher education must be able to clearly define the need for additional state-funding in a manner which will justify the public's continued investment of resources;

NOW, THEREFORE, I, Rick Perry, Governor of the State of Texas, by virtue of the power and authority vested in me by the constitution and laws of the State of Texas, do hereby order the following:

The boards of regents for public institutions of higher education in the state shall direct that each institution and system work with the Higher Education Coordinating Board to create a comprehensive system of accountability.

This system will provide the citizens of Texas, the Governor, and the Legislature with the information necessary to determine the effectiveness and quality of the education students receive at individual institutions. It will also provide the basis to evaluate the institutions' use of state resources.

This system of accountability shall be approved by the Boards of Regents and the Texas Higher Education Coordinating Board no later than December 17, 2004.

Exhibit H

This executive order supersedes all previous orders inconsistent with its terms and shall remain in effect and in full force until modified, amended, rescinded, or superseded by me or by a succeeding Governor.

Given under my hand this the 22nd day of January, 2004.

RICK PERRY

Governor

Attested by:

GEOFFREY S. CONNOR

Secretary of State