

Enrollment Management Committee Meeting

Tuesday, March 29, 2011 – 10am

Agenda

Purpose:

To ensure consistent, equitable, and effective enrollment management practices at Vernon College.

Responsibilities:

1. To provide leadership in the development of a college wide Strategic Enrollment Management Plan and VCAP.
Brandi Ballard and Jessica Sutherland will report their activities as they pertain to these two topics in our 12-county service area
2. To review Vernon College *Closing the Gaps* goals and results for participation and success.
Betsy Harkey will provide a brief update on Closing the Gaps
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.

*Committee chair will maintain a master calendar and file for recruitment activities and materials.

Brandi Ballard will provide details of her plan for maintaining calendars/activities and will open for discussion from committee
4. To review and make recommendations for Vernon College retention plans and results.
Brandi Ballard and Jessica Sutherland will discuss issues and outcomes of the Retention Task Force
5. To serve as the official steering committee for the Uniform Recruitment and Retention Strategy and reporting requirements as required by HB 1678.
Brandi Ballard and Betsy Harkey will report on submission of the URRS report
6. To make recommendations to the President and President's Administrative Council.
Open discussion

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Meeting Minutes

Members Present: Nancy Arnold, Tina Baker, Brandi Ballard, Jeanne Ballard, Brad Beauchamp, Ellen Binion, Hazel Brown, Betsy Harkey, Kristin Harris, Christie Lehman, Deana Lehman, Dennis Peterson, Cassie Shaw, Stacey Smith, Jessica Sutherland

Members Absent: Diana Shipley, Romona Vaughn

Brandi Ballard welcomed the committee members and asked the group to introduce themselves so committee members could get acquainted. Brandi also explained that her goal for this committee was to keep everyone on the same page as far as our recruitment activities and efforts.

Brandi Ballard and Jessica Sutherland reported their recruiting activities in our 12-county service area which serves as the base model for our college wide enrollment management plan and VCAP. Brandi reported on the college fairs she attends outside our service area, as well as the high school visits and other activities she participates in within our service area. Jessica reported on her high school activities to date as well as the number of students she serves and manages. Handouts from each of the ladies summarizing their activities were provided. Deana Lehman asked about our coverage of Cottle County/Paducah High School, which is in our 12-county service area, and Brandi and Jessica both offered to bring information for other departments to the schools they visit when they are planning to be there.

Brandi and Betsy Harkey provided a brief update on Closing the Gaps results for participation and success. A handout was provided to committee members referencing Closing the Gaps Institutional Targets, which had a URL web address where committee members could find more information. Betsy explained to committee members that our results for participation pertain to the college's enrollment, whereas the results for success pertain to the number of degrees and certificates awarded by the institution. Betsy also explained that the new 2010 Census data will not be used to make the projected target numbers for upcoming years.

Brandi provided details of her plan for maintaining and managing departmental activities. Jeanne Ballard gave a summary and provided a handout of the Financial Aid departments' visits to service area high schools. Stacey Smith provided handouts and explained the summary of Tech Prep's many annual events and activities that serve students from middle school through high school. Tina Baker shared some information about Continuing Education events attended and Deana Lehman shared some of her activities and involvement with the high schools. Betsy Harkey also said she will provide a copy of the college's Economic Impact report and what impact Continuing Education's programs have on the college's economic impact as a whole. Brandi shared examples of her main recruiting materials with the committee. Brandi said she would like for committee members to keep a tally or summary of their yearly activities that relate directly to recruiting or increasing exposure of Vernon College. She will compile our information into a master file for recruitment activities and materials. Once the college's new website is up and running, having data from all departments housed in a central location will ensure an on-going complimentary and coordinated effort for the college's recruitment activities.

Brandi reported on outcomes of the Retention Task Force to date. Several Enrollment Management Committee members are also currently members of the Retention Task Force including: Brandi Ballard,

Jessica Sutherland, Kristin Harris, Jeanne Ballard and Brad Beauchamp. At the end of the Fall semester, the Retention Task Force made nine recommendations that were submitted to the college President. One of the recommendations as already been completed and three are in progress. The task force will resume meetings on March 30, where Dr. Johnston give them some direction on the future of the task force and intentions for that task force.

Brandi and Betsy reported on submission of the Uniform Recruitment and Retention Strategy (URRS) report. Brandi explained that she gathers and assembles the information for this report for the college and Betsy submits the report for the college. The challenge with this report is that the reporting requirements seem to change each year. In the past, the requirements for this report have included a lot of quantitative data. This past year, the requirements were for a narrative report. Each year the college provides examples of programs that we believe illustrate and contribute to our efforts in meeting Closing the Gaps goals. Brandi provided a copy of the Texas Higher Education Coordinating Board's Community College Performance report on Vernon College that shows the information that was submitted for the Uniform Recruitment and Retention Strategy report. Betsy elaborated that although the data that might be required from the state for this report might change from year to year, it still impacts us for funding purposes.

Brandi explained that at this time she does not feel we, as a committee, have any recommendations to make to the President or the President's Administrative Council, but she encourages everyone to continue on with their activities and to continue to log or summarize their year's activities, which she will compile for an end of year report. Betsy said that end of year reports are due August 1, so Brandi will remind committee members at the beginning of summer to finish compiling their year's activities to submit to her. Deana Lehman had a question about reporting the "other" category as far as ethnicity requirements of the populations her department serves and Betsy explained that admissions had changed the coding for that ethnic category.

There being no further items for discussion, the meeting was adjourned at 11am.

Monthly Recruiting Reports – 2010-11

September Monthly Totals:

15 College Fairs Attended
3 High School Presentations
1 campus tour
2 other recruiting activities-freshman orientation

October Monthly Totals:

3 college fairs
16 campus tours
4 service area high school presentations
2 other recruiting activities-counselor's luncheons

November Monthly Totals:

1 College Fair
19 campus tours
5 service area high school presentations
2 other recruiting activities-Christian Women's Job Corps & Tech Prep Career Safari

December Monthly Totals:

5 College Fairs
5 Campus tours
4 service area high school presentations
1 other recruiting activity-Tech Prep Regional Conference

January Monthly Totals:

5 campus tours
7 service area high school presentations
2 other recruiting activities-NSGAs

February Monthly Totals:

15 Campus Tours
5 service area high school presentations
4 service area high school visits-information table
1 service area high school visit-drop off info

March Monthly Totals:

13 Campus Tours
4 Other recruiting activities-Agency Breakfast, Vernon Family Night, WFISD Middle School Career Fair, Transfer Fairs
4 service area high school presentations
2 service area high school visits-drop off info
(*finished service area high schools*)

April Monthly Totals:

10 student appointments
14 campus tours
4 other recruiting activities-GED & Christian Women's Job Corp presentations, SGA & SF meetings

May Monthly Totals:

11 student appointments
9 campus tours
2 other recruiting activities-Shive Elementary & Tech Prep Senior Buzz
1 high school visit-IPHS awards ceremony
8 NSGAs

Year-to-Date Totals:

24 College Fairs Attended
32 High School Presentations
4 service area high school visits-information table
4 service area high school visit-drop off info
97 Campus Tours (scheduled, doesn't include walk-ins)
18 Other recruiting activities
21 student appointments (scheduled, doesn't include walk-ins)
8 NSGA's



North Texas Tech Prep Consortium Statistics for Grant Year 2010-2011

EVENT	DATE	STATISTICS
Reality Check – Carrigan Career Center	September 23, 2010	151 Juniors and Seniors
Tech Prep Cluster Meeting for Administrative Office Technology and Computer Information Sciences	September 24, 2010 – Vernon College, Century City Center	18 Schools, 29 Teachers
Tech Prep Cluster Meeting for Child Development teachers for South Plains articulation for local teachers	October 1, 2010 – Vernon College, Century City Center	15 Teachers, 14 Schools
Transition Fair at MSU	October 13, 2010 – Midwestern State University	247 Students, 47 Educators, 2 parents
Vernon College/Tech Prep Career Days	October 15, 2010 – Vernon College, Century City Center	282 Students, 15 Schools
Vernon College/Tech Prep Career Days	October 29, 2010 – Vernon College, Skills Training Center	120 Students, 13 Schools
Tech Prep Cluster Meeting for Welding and Farm & Ranch Management teachers	November 5, 2010 – Vernon College, Skills Training Center	11 teachers, 8 Schools
Junior High Career Safari	November 16, 2010 – MPEC, Wichita Falls, Texas	1119 Students, 25 Schools
Reality Check – Vernon Middle School	November 17, 2010 – Vernon Middle School	150 8 th Grade Students
Tech Prep Regional Conference	December 7, 2011 – Region 9 ESC	120 Administrators, teachers, counselors, and presenters
Sophomore Roundup	December 10, 2010 – Vernon College, Skills Training Center	234 Students, 9 Schools
Groundhog Job Shadowing Day	February 16, 2011	579 Students, 173 Businesses, 22 Schools
Quickstep Tour	March 4, 2011 – Vernon College, Skills Training Center	20 Students
Senior Send Off	March 9, 2011 – MPEC, Wichita Falls, Texas	950 Students, 3 Schools
Reality Check and Tour – Iowa Park Middle School	April 15, 2011 – Vernon College, Skills Training Center	140 8 th Graders
Southwest Rotary Shadowing	May 2, 2011 – SW Rotary Club	20 Rider High School PAL Students
Senior Buzz – Area 12 th grade graduating students	May 18, 2011 – MPEC, Wichita Falls, Texas	325 students, 11 schools
Summer Teacher Internship	June and July, 2011	20 teachers

Spring Forward Presentations 2010			
Date	School	Type	Number
2/15/2010	Iowa Park	Academic	64
2/16/2010	Iowa Park	C.T.E.	26
2/18/2010	Electra	Academic & C.T.E.	56
2/18/2010	Rider	Academic	24
2/25/2010	Quanah	Academic	6
3/2/2010	City View	Academic & C.T.E.	9
3/4/2010	Midway	Academic	1
3/8/2010	Munday	Academic	44
3/11/2010	Holliday	Academic & C.T.E.	104
3/23/2010	Seymour	Academic	4
3/29/2010	Chillicothe	Academic	1
3/30/2010	WFHS	Academic	7
3/31/2010	Haskell	Academic	35
4/1/2010	Hirschi	Academic	6
4/5/2010	Archer City	Academic	3
4/6/2010	Byers	Academic	22
4/8/2020	Northside	Academic	1
4/8/2020	Vernon	Academic	53
4/12/2010	Knox City	Academic	15
4/13/2010	Throckmorton	Academic	31
4/15/2010	Petrolia	Academic & C.T.E.	74
4/15/2010	Henrietta	Academic	26
5/5/2010	Woodson	Academic	21
5/11/2010	Windthorst	Left packets	35
24 Schools			668