

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.