Strategic Planning Committee  
Strategic Enrollment Growth Sub-Committee  
January 13, 2017

Agenda/Minutes (in italics)

Members present – Emily Ewoldt, Eric Lovick, Kristina Contreras, Sandy Steele, Andrew Foy, Eric Ackerman, Paul Currant, Tim Channel, Vickie Bierman, James Pennix, Donna Oliver, Art Carter, India Martin, Katherine McCarthy, Brad Bizzell

8:35 - Brad - Welcome and Celebrations

8:50 – Kitty - Strategic Planning Examples – shared examples to guide work

From our Brainstorming – Shared process and proposed work groups

- 9:05 – Brad - Process to determine work-groups
  - Brainstormed ideas grouped by common themes
  - Some items identified to be shared with other planning groups – Academic Excellence, Student Success, Branding

- Work groups identified
  - Freshman - Recruitment/Enrollment
  - Transfer+Veteran+Adult Learners – Recruitment/Enrollment
  - International Student – Recruitment/Enrollment
  - Tuition Modeling
  - “Big Data” – bringing together Institutional Research, Geospatial Science and Center for Innovation and Analytics for data work/analysis for recruitment and retention

- 9:20 – Kitty – Shared handout with starting points for work groups

- Discussion regarding planned structure for our work – all members were in agreement with the work groups identified through the process described above

9:30 - Break

- 9:35 – Brad - Work Group Choices
  - 3-4 people per group – members self-identified first and second choices and groups were balanced with these preferences
    - Freshman - Recruitment/Enrollment – India Martin, Donna Oliver, Emily Ewoldt
    - Transfer+Veteran+Adult Learners – Recruitment/Enrollment – Sandy Steele, Vickie Bierman, Kristina Contreras
    - International Student – Recruitment/Enrollment – Paul Currant, Sandy Davis, Charles Manyara
    - Tuition Modeling – James Pennix, Art Carter, Tim Channel
    - “Big Data” – bringing together Institutional Research, Geospatial Science and Center for Innovation and Analytics for data
work/analysis for recruitment and retention – Eric Ackerman, Eric Lovik, Andrew Foy

- Opportunities will exist for all to provide input on each work group’s work

- 9:40 – Kitty - Timeline for our work this semester - Shared
  - January – February – Strategies developed by work groups
  - March – May – Budget implications and Enrollment projections developed by work groups
  - March/April – President Hemphill joins our meeting
  - Mid-May – Work is complete and ready for recommendations to the Task Force

- Goal planning worksheet – shared and described
  - Goal
  - Competitive Practices that are identified
  - Specific Strategies
  - Collaborative Partners
  - Key Performance Indicators
  - Accountability
  - Timeline
  - Cost

9:45 – Kitty - Resources for Work Groups - Shared
- Data Presentation – Electronic Fact Book and SCHEV – Eric Lovik demonstrated data available through these sources
- One Drive materials, forums, surveys, etc.

10:10 – Brad - Group work
- Assign notetaker to record key items discussed, decisions made, and next steps (send notes to Kitty and Brad to be incorporated with committee meeting minutes)
- Review starting points handout and planning worksheet
- Identify tasks that must be completed and individuals responsible
- Establish times to meet
- 11:15 – Kitty - Prepare to share with whole group – Groups shared out their initial conversations and times scheduled for next meetings.

Next full committee meeting – Friday, January 27 – 3:00
- Each work group should be prepared to report progress and next steps.
- January 25 – Royal and Company meeting scheduled for 11 am