**PORTERVILLE COLLEGE**

Enrollment Management

Minutes

3:00 pm – 4:00 pm Monday, October 8, 2018 AC-119

**Present:** Sam Aunai, James Thompson, Kim Behrens, Joel Wiens, Stewart Hathaway, Robert Simpkins, Vickie Dugan, Tim Brown, James Entz, Lupe Guillen, Maria Roman, Ann Marie Wagstaff, Diane Thompson, Karen Bishop

**Absent:** Primavera Arvizu, Kailani Knutson, Mike Carley, Arlitha Williams-Harmon, Judy Fallert

**Guests:** Alex Schultz and Samantha Sousa

1. **Call to Order**

The meeting was called to order by Sam Aunai @ 3:02 pm

1. **Approval of Agenda**

Motion to approve the October 8, 2018 agenda

M/S/C – T. Brown/B. Simpkins

1. **Approval of Minutes**

 Motion to approve the September 24, 2018 minutes

 M/S/C – B. Simpkins/T. Brown

1. **Informational Items**
2. **Action Items**
3. **Discussion Items**

a. Strategic Enrollmen**t** Management

 1. Strategic Enrollment Plan Goals & Strategies- Clarify Path/Persistence,

 Clarify Path – from initial enrollment to the completion of first 15 college units,

 Persistence – From the 16 college level units to completion of 45 units.

 2. Scheduling Matrix (follow up) Volunteers asked for input, Karen Bishop, Joel Wiens, Jim Entz and Maria Roman. Meet next week for proposals.

3. Student Voice/Feedback (follow up) Focus groups in November, to promote completion and transfer.

4. Marketing Clarity – Program Webpages & Groupings –Alex Schultz and Sam Sousa, to design an image for prospective students. Suggestions and input, a lengthy discussion was had regarding what to add to the webpage, will work on it and bring it back to the committee before going live.

5. John Mullen, Consulting Services and Enrollment Management recommendations to maximize FTES.

VII. **Other –** Yearlong schedule/Summer and Fall.

November 7 – 14 Veterans Appreciation week, Oz Sanchez, guest speaker, presenting in the gym. More information forthcoming.

VIII. **Future Agenda Item –** Undocumented Student Advocacy week- Events and movie

**Adjournment**

Meeting was adjourned at 4:00 p.m.