



Strategic Enrollment Management Committee

Minutes

September 5, 2017

Attending: Nolan Wheeler, Tamra Bell, Sue Orchard, Dani Trimble, Melinda Harbaugh, Chad Meadors, Brendan Glaser, and Wendy Hall. Guest: Melinda Harbaugh.

In order to reduce confusion with the Strategic Planning Committee, the group agreed to be called the Strategic Enrollment Management Committee (instead of Strategic Enrollment Planning) going forward.

Drafts of the following eight initiatives have been submitted:

- BAS degree
- Career Assessment
- Performing & Visual Arts
- Non-Academic Supports/Solution Center
- Online course offerings
- Prof/Tech Enrollment & Outreach
- Reputation
- University Center

Melinda presented the draft plan for increasing eLearning enrollment. Of the various issues and needs identified, finding a way to have at least part-time instructional design support is probably the priority. One option would be to pay for 1/3 release time for a faculty member out of the eLearning fee account.

The group discussed the need to address the different initiatives holistically to identify common issues, prioritize, and collaborate wherever and whenever possible.