Enrollment Working Group Meeting Minutes  
December 1, 2010

The meeting was called to order at 3:30 PM.

In attendance: Carla Doty, Dave Dwyer, Sue Edwards, Jennifer Graban, Patrick Hayden, Thomas Josenhans, Mary Kessler, Laura Paglis, Gregg Wilson

The purpose of today’s meeting was to begin the process of identifying a small number of themes out of the enrollment growth ideas generated in past sessions. The meeting began with a discussion of a few points Dr. Kazee made at the Nov. 23 Steering Committee meeting, including:

- We need to identify clear principles at a broad level, finding a balance between the “30,000 ft. level and 10 ft. level”.
- The Steering Committee’s objective will be to identify “strategic commitments”, not detailed strategies for achieving them.
- At the Steering Committee level, ideas will be integrated across working groups. For example, Building Community is a theme that may have several connection points across working groups.

Below are three themes we developed with a few supporting points for each. The list is incomplete and will be added to and further refined at our next meeting. The group is comfortable sharing these with the Steering Committee in this preliminary form.

1. Strengthen connections with the local community.
   - Engage more with local high school honors students
   - Bring high school students on campus more, incl. overnight programs
   - Enhance marketing of adult programs; develop stronger brand identity
   - Develop more articulation agreements

2. Improve student recruitment and retention capabilities.
   - Improve retention of professional admissions staff
   - Develop integrated admissions effort across Office of Admissions, academic departments, alumni(?)
   - Invest in quantitative tools, statistical analysis, tracking
   - Identify and cultivate niche markets, e.g., Scouts, military; consider program adjustments that may be needed

3. Enhance ability to provide course content more flexibly to a larger constituency.
   - Alternate schedules, times, locations, platforms
   - e.g., Harlaxton, summer classes, evening classes, online

The next meeting will be Wednesday, December 8, at 3:30 PM. The meeting adjourned at 4:35 PM.