McLennan Community College

Strategic Enrollment Management

Steering Committee Minutes

07/20/2022

**Attendees:** Stephen Benson, Meredith Brown, Londa Carriveau, Karen Clark, Daelynn Copeland, Lisa Elliott, Frank Graves, Dustie Hamilton, Fred Hills, Estella Lopez, Johnette McKown, Mandy Morrison, Kim Patterson, Lise Uhl, Laura Wichman.

**Absent:** Sandi Jones

Dr. Benson welcomed committee members to the meeting and began with updates from each sub-committee.

* **Subcommittees**:
  + **Admissions & Marketing:** 
    - Discussions over Tuition Reimbursement Programs.
    - Bridging AEL student to MCC
      * Received requests for an information form to give out. Created a QR Code and thinking of putting code on back of employee’s ID for easy access when employees are helping students.
  + **Process Improvement:**
    - * Advising & Records: Proposal for late registration
        + Late registration through Thursday of first week of classes. Currently late registration is offered through the census date.
        + New students could be advised by noon on Thursday.
        + Deadline for class changes is noon on Thursday.
        + Success Coach will be engaged for time change.
        + Goal is to stick to initial registration deadline. Extended deadline date will not be advertised.
        + The intent for future semesters is to move it back earlier.
* Transcripts: Admissions and Process Improvement Teams made two Recommendations.
  + Extend the temporary TSI Waiver for non-degree seeking students.
  + Summer Students – Ask for transcripts from the most recent institution they attended rather than from all institutions.
    - Questions: Does this apply to Czech and Int’l students?
      * It’s tricky due to their Visa’s.
  + **Enrollment Report - Reviewed**
* Prediction – Match number of student attendance as last year.
* Both of summer terms started strong and ended not where we wanted. They were both down.
* We are seeing a rise in Workforce and drop in transfer students.
* Karen & Dustie are working with a company who will contact students about returning to MCC via phone or text.
* Company started texting students and getting good responses.
  + **Marketing - Updates**
    - Lots of advertising
      * Grant Programs offered opportunities for the whole college.
      * Reskilling Ad Campaign
      * Patient Care Technology Ad Campaign
    - Registration Drive – Aug. 1st – 5th
    - Offering perk for those that pre-register. People come in, show their schedule and get a gift card for a prize.

**Meeting adjourned –** 2:35 p.m.

By: EL