**McLennan Community College**

**Strategic Enrollment Management**

**Steering Committee Minutes**

**4/20/2022**

**Attendees:** Stephen Benson, Meredith Brown Londa Carriveau, Karen Clark, Daelynn Copeland, Lisa Elliott, Frank Graves, Fred Hills, Sandi Jones, Johnette McKown, Mandi Morrison, Kim Patterson, Lise Uhl, Laura Wichman.

**Absent:** Joe Arrington

**Meeting began:** 2:06

**Welcome & Opening Discussion:**

Dr. Benson welcomed everyone to the meeting.

* Website & Minutes:
  + Strategic Plan minutes on website are updated quarterly. Currently it’s one month behind.
* Strategic Enrollment Plan:
  + Currently hiring for a Director of Enrollment Systems – Newly created position. We are interviewing last candidates today and present to the Board next week.
    - Position will entail process improvement work, which includes:
    - Help keep committees running
    - Slate
    - Work with Dr. Benson in improving student enrollment.
* Community Survey Overview – Laura Wichman
* Review Report
* Committee Survey Discussion: (How Community responded to Rebranding question)
* **Should Community be kept in MCC’s name?**
  + Cost of Rebranding?
  + We started it and should keep it.
  + If we Rebrand it, they would still call it Community.

**Discussion:**

* In reviewing some of the items from the Community Survey, some people listed Degrees they would like for MCC to offer. There were numerous listed that MCC already offers.
  + The committee suggested to increase Marketing these programs to make the community aware of the types of degrees offered at MCC.
  + Laura Wichman met with each sub-committee to come up with different strategies.
* **Subcommittees –** 
  + Dr. Benson welcomed one new member, Mandi Morrison, who is now Chairing the Retention Committee with Starlen Roddy.
  + Kim Patterson will no longer be co-chairing the committee. She is stepping back to tend to other things.
  + **Admissions & Marketing** – Lisa Elliott
    - Highlander Ambassadors met with Onboarding personnel to speak to them about their role at MCC.
    - Committee Members met and discussing the following items.
      * Bridging AEL students to our degrees
      * Tuition Reimbursement Programs
  + **Finance** – Sandi Jones
    - Next meeting will discuss strategies on what they can do.
    - President Biden has delayed Student Loan Repayment Program Extension.
      * Any students that are in default, will be put back in good standing.
      * Trying to encourage students to get back on auto-draft and make sure your info is correct.
    - Our COVID money we have discharged students with balances.
    - Reviewed Report
  + **Research & Growth Opportunities** – Laura Wichman
    - Have not met since meeting in Jan. 2022.
    - Committee rotations - Giving people a chance to stay on or come off. If they stay on, they find out new charge. If they rotate off, they give new recommendation for replacement.
  + **Retention Committee Chairs (new)** – Mandi Morrison
    - Committee will meet next week with the following goals in mind:
      * Focusing on retention
      * The expectations of being a student
      * Survey to critic being a student.
    - Laura Wichman suggested getting an intern to research why students leave after first semester. She expressed that “we can’t Fall to Fall retention if we don’t Fall to Spring retention”.
      * She suggested conducting two different researches:
        + 1. Those that drop all classes and don’t come back.
        + 2. Those that dropped all classed but returned.
        + Laura suggested speaking with Paul Hoffman about getting an intern from Baylor for two years to do research.
  + In the process of adding students. Instead of using established groups, to go groups of representing and asking of stellar students and not so stellar students, so we can get a good handle of student perspective.
* **Process Improvement Plan** – Steering Committee for this work
* **Cicero Report** – Six different taskforce (finding things to make changes)
  + - Making recommendations at next meeting
    - Looking at different gaps by looking at manual processes and funnel part of report. (Losing people of funnel part).
    - Viewed Report
* **Reviewed Current Enrollment Report** – Dr. Benson
  + Enrollment is low
  + More efficiency in Duel Credit and we expect to see more.
  + Up in # of students but less in contact hours than in 2020.
  + Fewer full loads.
* **Discussions:**
  + 30 students accepted Rising Star Scholarship
  + 13 students accepted the McLennan Scholarship
  + Slate going very well – better than Apply Texas. Slate allows them to apply through a portal and upload documents. More user friendly for students.

Dr. McKown impressed with work committee is doing and it’s very helpful. She and Dr. Benson thanked everyone for their hard work.

**Meeting Adjourned:** 2:50 PM

By: EL