McLennan Community College

Strategic Enrollment Management

Steering Committee Minutes

5/18/2022

**Attendees:** Joe Arrington, Stephen Benson, Meredith Brown, Karen Clark, Lisa Elliott, Frank Graves, Dustie Hamilton, Fred Hills, Sandi Jones, Johnette McKown, Lise Uhl.

**Absent:** Londa Carriveau, Daelynn Copeland, Mandy Morrison, Laura Wichman.

**Opening Discussion: Dr. Benson**

* **Coffee & Conversation – Topic: Strategic Enrollment Mgmt.**
	+ Reviewed PowerPoint that will be shown at meeting.
	+ Will show Community Survey.
	+ Any thoughts of other things the campus would like to hear?
		- Purchased Niche that will allow us to recruit H.S. students and does digital advertising. Give analytics like zip codes, what are people saying they would like to see us offer, trigger emails.
	+ Explain about rebranding what it means? Important
		- Bring in consultant to help us rebranding that can objectively come and help us?
		- Dr. Benson will think about it.
	+ New Technology
		- Slate
		- Application data
		- Chat Bot
	+ Website Redesign
		- reconstructing Pathway pages
* **Subcommittees**:
	+ **Admissions & Marketing**
		- Discussed sustaining Highlander Ambassador course.
			* More ambassadors to start teaching.
			* Sarah Chaves taught during Onboarding. There were more questions than normal. More specific questions.
			* During Onboarding, Dean Graves talks about Strategic Enrollment Mgmt. and why we are doing it.
			* Marketing speaks about Social Media and elaborate targeted areas for marketing and on which social media sites.
			* Plans are to ask employees to share marketing material posted on social media. They would like to offer it a session on P.D. day. to speak more about this.
			* Added new member – Michelle Tail Moore from AEL to their committee.
		- Met with Laura Wichman and spoke about looking at groups that needed to have deeper discussions and funded through Perkins.
		- Other Business – Bridging of AEL students and becoming a college graduate.
	+ **Finance**
		- Laura Wichman reviewed community survey - March 2022
		- Bus Service
			* Concerned that students come to the library at night, but may not have a way to get home.
			* The committee suggested speaking to Dr. Canham about this in hopes that some type of arrangements can be made with the bus service.
	+ **Research & Growth Opportunities**
		- Laura isn’t in attendance
			* Dr. Benson mentioned her committee hasn’t met.
	+ **Retention**
		- Mandy isn’t in attendance
	+ **Process Improvement**
		- Committee will meet next week.
		- Tasks forces are all still working.
		- Advising is ready to meet with Admission and Records group.
		- Three groups need to meet before making recommendations.
* **Current Enrollment Reports**
	+ Reviewed
* **Current Enrollment Initiatives**
	+ Marketing Efforts
		- Numerous advertisements
		- Increased budget
			* General registration advertising
			* EOC, Reskilling, Buses and billboards, dual advertising starting at MCC and graduating with the University Center.
			* Mailouts sent to Juniors in high school saying, “It isn’t too early to check into MCC with Dual Credit”.
			* Two more commercials and one video projects for Pathways (revamping pathway pages)
			* TV commercials geared towards 18-24 y.o.a. and one for 25 years and older.
			* Redesign website – met with group of people on what perspective students are looking for on our website. Another meeting with faculty/staff who are involved in admissions with current students.
	+ Dr. Hills requested media report – March
	+ Today (includes tv, radio, blogs, websites, tv digital ads, stories, fb, twitter, non-paid or advertising) we received 1,466 mentions. Since we won the World Series, we are getting more publicity from athletics.
	+ Admissions & Recruiting Efforts – campaigns this summer encouraging people to register for classes.
	+ The number of followers on our social media are increasing. Currently have a promotion announcing everyone who has a schedule by June gets into a drawing. People love the idea of a contest!
	+ Dr. Hills – Stacey Taylor is also promoting online.
	+ Meredith Brown – Health Professions needs help bouncing back from COVID. Their numbers are lower this year than in the past. If anyone has ideas to help them recruit, it will have an impact. Very good career ad very much needed.
	+ Notification letter has been sent to students letting them know their balance has been cleared and they are welcome to reenroll at MCC.
	+ Chalk Waco – 10x10 chalk wall of Highlander mural was displayed at the festival. We partnered with local artist that designed it for us.
	+ Receiving lots of applications for reskilling grants.
		- The State puts so many restrictions on the Grant that it’s impossible to award.
		- They change requirements a few times but only $70k has been awarded.
		- We can use some of the funds to advertise too.
* No further discussions

**Meeting adjourned –** 11:17 a.m.

By: EL