McLennan Community College

Strategic Enrollment Management

Steering Committee Minutes

06/08/2022

**Attendees:** Joe Arrington, Stephen Benson, Meredith Brown, Londa Carriveau, Lisa Elliott, Frank Graves, Dustie Hamilton, Fred Hills, Sandi Jones, Johnette McKown, Mandy Morrison, Kim Patterson, Lise Uhl.

**Absent:** Karen Clark, Daelynn Copeland, Laura Wichman.

**Follow-up: Dr. Benson**

* **The minutes have been posted to our website.**
* **Subcommittees**:
  + **Admissions & Marketing** 
    - Discussed tuition reimbursement in bridging AEL students to MCC.
    - Lisa invited the company AbbVie, previously known as Allergan, to visit our facilities. She gave them a sheet of healthcare programs that MCC offers. They were very excited and interested.

**The Idea:**

1. Create a partnership with business and allow them to setup for job fairs in the LTC for our students.
2. Have customized material that is geared towards businesses and employees so we can get our students to know about those opportunities.
3. Send our recruiters to their place of business.
4. Get our name out there so the local industries will think of MCC first instead of TSTC.
   * **Finance**
     + - Haven’t met yet.
   * **Research & Growth Opportunities**
     + Discussed Program Development
       - Reviewed Program Analysis
       - Looking at new programs
       - New Certification Programs - Area of Growth
       - Course schedule of classes offered and how we’re making determinations.
       - New initiatives: Literatures & articles, College website for increasing enrollment
   * **Retention**
     + Committee focused on main ideas to focus on retention.
       - Having students administer three-minute surveys in hallways – peer to peer relationships.
       - Faculty & Staff Retention - people wanted to work from home and more money.
       - Acknowledging how fast change happened.
         * More online
         * Back to restructure – instability
         * College seen the need for new technology.
     + Mission: To identify ways to significantly improve retention to create an increase in Enrollment.
       - Identify known factors that impact student retention.
       - Review new statistics that hasn’t been considered such as:
         * Completion rates for students who registered on or before the first date of the Fall and Spring term and compare the difference the completion and success rate.
         * Completion rates for Dual Credit students by High Schools.
         * If we see a high school that’s producing student’s that are successful, what is that high school doing to better prepare their students for college?
       - Retention Rates for 23 years and younger, non-traditional students.
       - Retention Rates for students enrolled in online, Face to Face only, or both.
       - Retention Rate by Department.

* Discussion:
  + Require students to attend orientation. This will help students learn about resources, student groups, and assist with retention.
    - Mandi followed-up and mentioned that students found the Introduction to the LMS System helpful due to the technology barrier difficulties. Again, showing the importance for mandatory student orientation.
  + Only 10% of students are checking their MCC emails.
    - Lisa followed up that students answered a survey stating they preferred to receive an email for communication. It’s possible that emails are open but not read.
    - Londa explained Dual Credit students take an in-person orientation, which will show them how to login to Bright Space and student email. Students are then given a digital business card that has a QR code that links them to the Dual Credit Office and students are able to text employees directly. This has been successful and students are texting the Dual Credit office directly when they get stuck or have problems. Those that do not contact them directly will either contact their high school teacher or counselor.
  + **Process Improvement** 
    - Still working
    - Advising, Records, and Registration Group will bring a recommendation soon.
* **Current Enrollment Reports**
  + Reviewed reports for Summer I, Summer II, and Fall 2022.
* **Current Enrollment Initiatives** 
  + Marketing Efforts
    - Week of June 20th – Campaign to get enrolled begins.
    - Calling campaign begins in July for students who haven’t enrolled.
    - Marketing ads on Facebook. Please share on your personal page.
* Rebranding Project – July
  + Under $50k
  + Still advertising
  + Will seek input from campus and community
  + Evaluate bid proposals

**Meeting adjourned –** 4:04 p.m.

By: EL