

***Enrollment Management
Minutes
February 1, 2005 10:00 am – Sylvania – Conference Room B***

Attendees: Rebecca Mathern, Frost Johnson, David Goldberg, Russell Banks, Ron Smith, Robin Burwell, Miriam Friedman, Craig Kolins, Jennifer Boehmer, Patty McCoy
Absent: Steve White, Scott Huff, Guy Sievert, Dennis Bailey-Fougner

Action Items

- Enrollment Management goals –Goals were presented during our meeting that generated a group discussion on recommended changes and the addition of a seventh goal. **Changes to the goals will be posted on the group page later this week.**
- Rebecca will be working on the specifics of the summit meeting. **Summit details will be emailed to all of you next week.**
- If you have not yet done so, please send your summit invitee recommendations to Rebecca this week.
- **Discussion topic for next meeting:** How can our plan include recommendations about the resources/barriers necessary to change in order to ensure the EM Plan works?

Upcoming Events

- **SAVE THE DATE:** President's Summit on Enrollment Management will be held **Friday, March 4, 2005 – 8:00 a.m. – 5:00 p.m.**, Central Portland Workforce Training Center. An invitation will be sent to all participants via e-mail and interoffice mail.
- Our **next meeting is scheduled for Tuesday, February 15, 2005 – 8:00 a.m. - 10:00 a.m.** Sylvania – CC President's Conference Room B. Tonia will send EM Meeting announcement.

Marketing Plan – David Goldberg presented a DRAFT Marketing Plan to committee members. The Marketing Plan will develop more structure over time. See handouts from David for more information.

Committee discussed several issues brought up by the Marketing Plan such as:

- **PCC Schedules** – schedules will not be mailed for spring 2005 term.
 - Limited Financial resources resulted in the decision to not mail schedules.
 - Committee Question: Does having a schedule in the home make an impact (decision) on whether to enroll or not?
 - David feels that surveys would not reflect much on whether schedules make an impact on student enrollment.
- **Telephone System** – PCC phone system is encountering serious problems when routing calls to various departments. Russell is addressing this system and will make recommendations for PCC to operate a user-friendly telephone system

- www.pcc.edu website – some feel that the search engine on pcc.edu is difficult to use. PCC main webpage needs to be re-evaluated and changes made for easier navigation.
- MyPCC is conducting usability tests tracking how students navigate throughout the system. There is a snapshot video of students navigating through MyPCC. This software will be used when doing usability tests on the pcc.edu site.

Project Updates

- Financial Aid/Advising cross-training – A brief update will be presented at February 15, 2005. This item was cut from the agenda due to lack of time.
- Pilot calling program – There will be an update at the next meeting. The student helpdesk will start calling the population of students admitted and have not yet tested.

Meeting adjourned: 10:00 a.m.