

## **Enrollment Management Team Meeting Minutes – September 10, 2003**

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Attendees: Kathy Lehner (Chair), Meridith Randall, Mark Rawitsch, Oscar DeHaro, Candie Dickinson, Mike Adams, Kristie Anderson, Ross Beck, Karen Christopherson, Craig Hayward, Manuel Guerra, Lefty Olguin, Jayme Johnson, Christine Mullis  
Absent: Tom Kesity, Susan Bell

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### **1. PRIOR MINUTES APPROVED**

Minor change: include date with any FTES/FTEF data.

### **2. REVIEW OF LATEST FTES/FTEF DATA (Craig Hayward)**

Craig presented the latest FTES/FTEF data and discussion ensued. A request was made for him to include Full-time/Part-time head count in the report (a revised copy attached). Craig thanked Kristie and Arlene for all their help in getting this information organized.

### **3. CLASSIFIED STAFF TRAINING (Jayme Johnson)**

Jayme presented the questions and results of his classified employee survey which he submitted via email. 25% of those surveyed responded with the following:

- All were interested in additional training (either day or week long classes)
- All felt their supervisors would be supportive
- Many worried about office coverage if they took classes during working hours
- All were willing to buy their own books if the college paid their tuition
- The main areas of interest were software training: Filemaker Pro, the HP system, General Office Suites

### **4. ATTRITION POINTS**

Kathy Lehner discussed various handouts which were all related to recruitment and retention of students. The nine Attrition Points are just a sample (feel free to add more). The basic approach is to re-examine every stage of contact with our students from the first to the last, seeking continual ways to improve the relationship.

The idea presented to create sub-groups for each attrition point, so that each step of our student contact can be studied in more detail, was received favorably.

### **5. RETENTION EFFORTS**

Discussion around what our current recruitment and retention practices are, including Internet response, the specific marketing packets we currently distribute, whether we should have a single point of contact, and what our institutional philosophy is/should be. Agreement that any student/customer should never feel they have gotten the “wrong” number, that each individual is special/important and that even as we evolve into a more modern, technical institution, it is vital to keep the “personal touch” with our students.

Regarding the new phone system underway, since there will not be an operator, it is important that we have campus-wide customer service training to mitigate voice mail and phone tree madness. (Perhaps this training would be most efficient a month or so after phones are in place for the most effect?) The idea of a “Live Lab” staffed by student workers was discussed.

Concerning how best to proceed, the question was raised about how any ideas/conclusions reached by EMT would get out to all college staff. Ideas: shared governance and employee groups and/or general assembly.

*Due to lack of time, the following Agenda Items were tabled to next meeting:*

- 6. WEEKEND CLASSES AND SUPPORT SERVICES**
- 7. BRAINSTORMING LIST – ADDITIONS & PRIORITIES**
- 8. OTHER ITEMS**  
Mike requested that “Scheduling Issues” be added as a permanent Agenda Item for future meetings.
- 9. NEXT MEETING:** Wednesday, October 1, 2003
- 10. ADJOURN**