

**ENROLLMENT MANAGEMENT
TASK FORCE MEETING MINUTES
APRIL 28, 2008
ROOM 107A
3:00 P.M.**

MEMBERS PRESENT: Colleen Doherty; Ken Dwyer; Iris Godes; Jane June;
Carol King; Charlene Mara; Kathy Rentsch; Jane Shea;
Ingrid Skadberg; Victor Somma; Maura Tighe-Stickles

CO-CHAIRS: Steve Sullivan; Pat Toney

MEMBERS ABSENT: James Brown; Todd Emmons; George Fitch; James Fowler;
Renee Gould; Jim Rice; Ronald Smith; Betsy Zuegg

The meeting was called to order at 3:05 p.m., by Steve Sullivan, Vice President of Enrollment and Student Services, and Co-Chair of the Enrollment Management Task Force.

Steve Sullivan announced to the Task Force Members present that Iris Godes, Dean of Enrollment Management, and Kathy Rentsch, Dean of Instruction for the Business and Technology Division, will be the new Co-Chairs of the Enrollment Management Task Force. Steve Sullivan and Pat Toney thanked everyone for serving on this Task Force for the past three years.

Kathy Rentsch suggested that the Task Force Members take a look back at what work has been accomplished and review and revisit the Reports and Recommendations submitted by Dr. Jim Black.

Iris Godes suggested that the Task Force change the name to the Enrollment Management Council. The Council should be an ongoing Committee that includes a cross section of people from the College, who will discuss the importance of Enrollment Management, including both Recruitment and Retention, and how it fits in with the Strategic Plan. The Council will submit recommendations to the Executive Team.

Colleen Doherty suggested that the Council Members revisit and discuss the Long-Range Strategic Plan and become knowledgeable of the contents of the Department of Higher Education Report. Focus should be on Retention, with emphasis on the management of issues relating to CAPS, ORT, and Academic Advising.

Jane June added that Retention is everywhere at the College and does not fall under the role of one person, but the adaptation and responsibility for pulling together would be up to the Enrollment Management Council.

Colleen Doherty suggested that the Council Members review and revisit Dr. Jim Black's Reports and the 'Top Ten Prioritized Items.' Jane June asked the question – "Where are we with Jim Black's Report?"

Ken Dwyer suggested that the Council Members look at the Retention Plan first and the statistics regarding Retention increases dealing with minorities and the immigrant populations.

Jane June suggested that the Council Members look at online Retention and the completion rate for online students, who are the brighter students taking online courses.

Colleen Doherty suggested that the Council Members look at the Retention Report submitted last year by Neena Verma and Ingrid Skadberg.

Jane June suggested that the Council Members discuss at the next meeting scheduled for Monday, May 19, 2008, the 'Top Ten Prioritized Items,' Dr. Jim Black's Report, the Long-Range Strategic Plan, and the Retention Recommendations.

Jane June asked the question – "What is the role of the Enrollment Management Council?"

Iris Godes said that the role of the Enrollment Management Council (EMC) would be to make recommendations on strategically managing enrollment.

Victor Somma announced that President Gail Carberry will go to Washington for the purpose of seeking funds for off-campus locations; such as, Blackstone Valley, Marlborough, Southbridge, and the Main South area, with a plan for these sites to be established as early as Fall 2009. The findings of the research for potential expansion would be submitted to the Board of Trustees by the end of the year, and the goal would be to increase enrollment.

Iris Godes discussed the Credit to Non-Credit Workforce in Jane Shea's area, the Training and Education Center. Jane Shea said that Dr. Jim Black was interested in the enrollment of College credits.

Jane June asked the question – "What is the reality of the number of students we are able to serve?"

Iris Godes said that the goal of the Enrollment Management Council (EMC) is both Recruitment and Retention and increasing enrollment strategically.

Kathy Rentsch suggested that the Council Members discuss the Long-Range Strategic Plan, Dr. Jim Black's Reports, the Retention Committee's Report, and the 'Top Ten Prioritized Items.' The Council should be given Committee Updates from PACE, Early Alert, etc.

Kathy Rentsch and Iris Godes decided to develop approximately ten questions regarding a plan for the Council and send them to the Council Members for the next meeting. All information will be put on the Enrollment Management Web Site, and Iris will send out the link to the Web Site, which is also accessible through the Intranet page.

Ingrid Skadberg will compile the appropriate data from the Fact Book for the next meeting.

Iris Godes and Kathy Rentsch will reorganize the Enrollment Management Task Force and rename the group the Enrollment Management Council (EMC).

The meeting was adjourned at 4:15 p.m.

Respectfully submitted,

Lori Gourouses
Staff Assistant to the Vice President
Enrollment and Student Services

PLEASE NOTE: **The next meeting is scheduled for Monday, May 19, 2008, from 2:00 p.m. to 4:00 p.m., in Room 107A. Refreshments will be served.**