



**NOTES – ENROLLMENT MANAGEMENT**  
**August 8, 2019**

Present: R. Dreizler, T. Hazell, C. Jeffries, A. Leible, R. Miyashiro, G. Perez, J. Shankweiler, J. Smotherman, V. Unda

**I. INFORMATION**

- A. Notes of 7/25/19: Approved as written.

**II. DISCUSSION/ACTION**

- A. Developing Effective Measures: V. Unda provided an update:

The handout *Example of Developing Effective Measures* was distributed. V. Unda indicated that the handout is an example of how to build indicators. The proposed spreadsheet of indicators was too lengthy. Discussion ensued regarding the Goals and Strategies chart (page 14) and where to list the indicators. V. Unda suggested adding columns for Target and Indicator; completion date is not needed. J. Shankweiler will make the changes to the chart. A discussion ensued regarding what constitutes an indicator and a target. V. Unda suggested using more qualitative measures and stressed the importance of understanding defined objectives.

- B. Enrollment Management Plan:

J. Shankweiler reviewed the changes to the draft 2019-2022 Enrollment Management Plan. J. Smotherman and D. Mussaw have reviewed the data to ensure it is consistent and up to date. 2015-2016 was established as a baseline. Since the last meeting, introductory paragraphs were added. Please review grammar and responsible parties listed under Goals. Suggestion made to limit responsible party to one (i.e., OASR (Outreach and School Relations), replaces Enrollment Services). D. Mussaw will help add definitions to the Glossary. Appendixes were updated to show 2018-19. Need to fix Reported FTES and Earned FTES and a suggestion was made to add Unduplicated Headcount. R. Dreizler to clarify where to add I. Reyes (Student Support Services) under Goals and Strategies.

- C. Timeline:

J. Shankweiler adjusted the timeline for the Enrollment Management Plan for Council of Deans from September 5, 2019 to September 19, 2019. The next Enrollment Management meeting will be on September 12. Indicators and Targets will need to be completed prior to September 12.

**III. NEXT MEETING:** The next meeting will be 9/12/19.