

Enrollment Management & Marketing Committee

AGENDA

02/19/04

10:00 - 11:30

Z-112

- I. Welcome - All
- II. Spring Enrollment - 5 mins
- III. Re-cap Start of Sem Activities - 10 mins
- IV. 2nd 8 week Spring Marketing - 5 mins
- V. Enrollment Survey - highlights - 10 mins
- VI. Marketing theme & 04-05 Catalog - Brainstorming
- 30 mins
- VII. Updates from Committee Members - 30 mins

Enrollment Management & Marketing Committee

AGENDA

07/22/04

10:00 - 11:30

Water Conservation Garden
Conference Room

I. Welcome

II. Fall Marketing Update - Beth

III. Fall Start of Semester - Status Check - All

- Info Tables
- Open Class lists
- Greeters
- Banners
- Maps
- Directional Signs
- Construction - Traffic Issues
- ????

IV. Follow-up from Retreat

GOAL: Enticing the Community to Cuyamaca
Movie Night/Farmers Market/or ??

V. Updates from Committee Members

Enrollment Management & Marketing Committee

AGENDA

09/16/04

10:00 - 11:30

Z-112

I. Welcome

II. Fall Enrollment & Marketing Update - Beth

III. Revised Enrollment Goals - Beth & Instruction

IV. Spring Marketing Planning

V. Follow-up from Retreat

GOAL: Enticing the Community to Cuyamaca

Movie Night/Farmers Market/or ??

VI. Updates from Committee Members

Enrollment Management & Marketing Committee

AGENDA
10/14/04
2:00 - 3:30
G-110

- I. Welcome

- II. Enrollment Strategies from Admin Retreat -
Changes to Spring 2005 Class Schedule

- III. Spring Marketing Plans & Ideas

- IV. IR. Fall 2004 Comparison Stats

- V. Updates from Committee Members

Enrollment Management & Marketing Committee

AGENDA
11/11/04
2:00 - 3:30
G-110

I. Welcome

II. Spring Registration/Schedule Debut 'kick-off'
event ~~ Recap & Feedback

III. Spring Marketing Plans & Tabloid

IV. Potential District Marketing Projects - input

V. Updates from Committee Members

Enrollment Management & Marketing Committee

AGENDA
12/09/04
2:00 - 3:30
G-110

- I. Welcome

- II. Spring Enrollment Report & Input

- III. Spring Marketing - Status

- IV. Student Calling Campaign
Jan 10-13 5-8p.m.

- V. Updates from Committee Members