

Cuyamaca College
Enrollment Management and Marketing Committee

Minutes of
February 19, 2004

PRESENT: Beth Appenzeller, Dave Francis, Barbara Meese, Jim Ney and Rocky Rose

ABSENT: David Agosto, Rik Barnes, Brad Monroe, Yvonne Powell, Dana Quittner, Marie Ramos, Carmen Solom and Madelaine Wolfe

GUEST: Vangie Meneses

I. Welcome

Beth began the meeting by welcoming all members in attendance.

Beth provided an open invitation for the EM&MC members to attend the upcoming Student Success Committee meeting on March 10th, 2:30 p.m. to 4:30 p.m. with the location TBD.

Starting with Admin Council, IPC and other groups, there will be brainstorming sessions in an attempt to come up with various ideas to be presented and possibly implemented for marketing and outreach.

Beth advised on the two parts of enrollment management; retention and marketing/outreach. As the ideas from the brainstorming sessions are acquired, Beth will review them for possible implementation.

II. Spring Enrollment

Beth distributed and then reviewed copies of the spring enrollment comparison between Spring 2003,(2/10) and Spring 2004,(2/9). County-wide enrollment is down according to Rocky. One of the reasons some felt enrollment was down was due to the fires in October. Another reason Beth felt that may have impacted the enrollment was the increase in fees. Vangie emphasized that one of the goals of the Student Success Committee is to retain the students that we presently have.

III. Re-cap Start of Semester Activities

Beth went over the various undertakings that were utilized during the initial few weeks of the Spring semester. Some of them were the campus signage, maps, information tables, greeters, auto out-dialing to those that were enrolled in the fall that had not yet enrolled for spring; and personalized phone banking. Vangie suggested that we may want to do the phone banking earlier when it would not be so hectic with the start of school. Dave Francis suggested that we may want to employ the services of the Call Center to assist with phone banking next time.

The billboard advertisement for Cuyamaca College is still up even though our rental agreement has expired. Beth gave the various reasons as to why. Some of the EM&MC committee members suggested that we could add a banner to it to advertise the second eight week courses. Beth said she would look into this with the vendor.

IV. 2nd 8 week Spring Marketing

Some new classes have been added for the second eight week schedule. We will be doing some marketing to advertise them to include: mailing of a flyer on these classes to all students presently enrolled, ad in the Daily Aztec, a banner on Rancho San Diego Parkway and campus posters. Vangie mentioned that counselors are promoting them as well. Rocky has placed a link on our home page to direct students to the second eight week classes.

Barbara asked Rocky about acquiring a web-link from some of the local UC's. Rocky has attempted contact with some of their web-masters but has not received a response as of yet.

V. Enrollment Survey

Barbara gave an update on the enrollment survey. These surveys were given out through counseling, health services, instruction and by surveyors out on campus. To date, 1,837 have been collected. The two marketing interns from SDSU are compiling the results. Barbara went over some of the more popular requests collected from the surveys to include: more tutoring in math; more class times in the afternoon, night and early morning; additional parking, cheaper books and a coffee cart.

In terms of what influenced students to come to the college were the mailing of the class schedules, high school tours, recommended by a friend and Grossmont College counselors.

Beth provided description as to some of the inquiries that were brought forth from different committees this past semester asking about the justification of our marketing efforts. Beth felt that the survey results would assist in the various forms of future marketing.

Jim suggested that in terms of future marketing, we place a class schedule in the newspaper rather than the tabloid.

Dave suggested that we place an information CD in the polybag.

VI. Marketing theme & 04/05 Catalog - Brainstorming

Beth distributed a copy of the marketing theme for 2004 - 2007 and went over its' purpose in terms of guiding our schedule and catalog.

Jim proposed a repetition in terms of the appearance of the catalog.

Various suggestions were made in terms of changes for the 04/05 catalog. Some of which were to move the President's message and

our strategic plan from their present location; insert pictures of some of the upcoming changes to the campus in terms of buildings, etc.; change the inside of the front cover and back cover to glossy and highlight exceptional instructors inside the back cover. A few of the changes that Beth proposed were the addition of our growth in terms of innovative programs like Child Development and the auto labs as well as future programs and buildings.

VII. Updates from Committee Members

Beth passed around a sample cover of the summer schedule. The summer schedule will be going to print tomorrow.

Rocky suggested that we have a brainstorming day for all department heads and lead people.

Dave suggested that a key person be identified for contact should a faculty, staff, student or administrator may have an idea for marketing.

Cuyamaca College
Enrollment Management and Marketing Committee

Minutes of
July 22, 2004

PRESENT: Beth Appenzeller, Dave Francis, Barbara Meese, Jim Ney, Yvonne Powell and Dana Quittner

ABSENT: David Agosto, Rik Barnes, Brad Monroe, Marie Ramos, Rocky Rose, Carmen Solom and Madelaine Wolfe

I. Welcome

Beth began the meeting by welcoming all members in attendance.

II. Fall Marketing Update - Beth

Beth distributed a copy of the Fall 2004 Enrollment Related Activities and went over it in detail.

Some of the decisions for marketing for the fall are carryovers from previous efforts and others were based upon the survey results that were acquired from Barbara Meese.

Beth will begin using some of the local newspapers and vendors for marketing this fall.

In reference to the tabloid, Dana asked that Beth forward any text for the radio spot to her so that she can do a tag line to reinforce the advertising.

Beth has spoken to Jim about the tabloid and it is possible that in the future it may be discontinued and that the money that was previously used for this purpose will be put towards the class schedule.

Dana asked about a means of feedback to determine the feasibility of our marketing. One suggestion that was offered was to place a coupon in our ads and then do a count on how many were turned in to a particular vendor.

Barbara ran a query and found 270 new high school students that had marked Cuyamaca only on their applications. Her ambassadors will be giving them a call to say welcome and answer any questions they may have.

III. Fall Start of Semester - Status Check - All

Prior to discussion of our status check on the Fall Start of Semester, Barbara explained her ideas for the usage of the kiosk on Cuyamaca College Drive West for information distribution. Beth said that Jim Wales would look into this.

Info. Tables - Barbara went over the locations of the tables and asked for volunteers for staffing. Beth asked that Barbara type up the details and she would present it at the next Admin. Council.

Open Class Lists - These lists will be provided by Barbara at each information table to give students a general idea of class availability.

Discussion ensued about the possibility of having a "crashboard" which would list of all open classes.

Beth suggested that we look into the possibility of having a wireless laptop at the information table near the quad to assist students with general info. This would additionally provide for up to date information in terms of class availability.

Greeters - Barbara went over the locations and asked for volunteers.

Banners - The new banners have been placed on Rancho San Diego Parkway depicting seven of our students and displaying our theme "Growing for Your Future".

Maps - Dave will review the maps and provide updates for Barbara. Additionally, Dave will be replacing the large campus maps that are located around campus. Dana asked Dave to send her copies of the updated maps.

Directional Signs - Jim and Dave will oversee the signs in terms of revising and set-up. Jim asked that if there are any specific signs they want made to please let him know.

Construction - Traffic Issues - There was general discussion about access to campus due to the on-campus construction. With the location of the construction, there should not be any obstruction to the parking lots.

IV. Follow-up from Retreat

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

Beth decided that due to the lack of participation at today's meeting, item IV. will be held over for discussion at the next EM&MC meeting.

V. Updates from Committee Members

Yvonne suggested that we have movie nights at some of the local theaters to promote our college. One option she presented would be to co-sponsor the events with Miramax.

Barbara suggested having a car show to promote the college. She felt this would be especially effective in terms of promoting the new automotive complex. Yvonne suggested that another means of raising money at the car shows would be to rent space to food vendors, store owners and automotive store representatives.

Beth will look into taking this idea to IPC this semester to get their recommendation on how to pursue this marketing effort.

Another suggestion to promote the new automotive complex would be to have cars with magnetic signs on the doors advertising Cuyamaca College in attendance at the local car shows in La Mesa and El Cajon

Per Dave, the tabloid proof was approved yesterday. The theme will be "Growing for Your Future".

Barbara and her ambassadors will be attending education fairs this summer.

Dave provided a description of the banners that have been placed on Rancho San Diego Parkway.

Dana is checking with CalTrans concerning posting advertising signage along the freeway.

**The next Enrollment Management and Marketing Committee Meeting will be held on
Thursday, September 16, 2004, 10:00 – 11:30 a.m. in Z-112**

Cuyamaca College
Enrollment Management and Marketing Committee

Minutes of
September 16, 2004

PRESENT: Beth Appenzeller, Dave Francis, Barbara Meese, Jim Ney, Dana Quittner, Marie Ramos, Carmen Solom and Madelaine Wolfe

ABSENT: Rik Barnes, Brad Monroe, Yvonne Powell, Rocky Rose and Jim Wales

I. Welcome

Beth began the meeting by welcoming all members in attendance.

II. Fall Enrollment & Marketing Update - Beth

Beth provided an enrollment update and then distributed a copy of the Fall 2004 Marketing Plan and the Fall 2004 Marketing Activities. Beth then went over the marketing activities explaining each in greater detail.

Beth distributed and reviewed a copy of a memo she produced dated September 13, 2004 which referenced the Fall 2004 Comparative Enrollment Report.

In reference to the Lemon Grove 'newcomer' map advertising, Dana suggested that Beth send a copy to Personnel so that they can include it when sending materials to people that are applying for positions at Cuyamaca College.

The marketing plan for the spring will be similar to what's been done in the past. Additionally, monies will be set aside for summer marketing.

III. Revised Enrollment Goals - Beth & Instruction

Some of the challenges ahead of us for this current year are a growth of 170 FTE. One strategy is for us to be aware of our competition. A suggestion that Beth proposed would be to look into adding some pizzazz to the terminology we use in terms of advertisements.

Barbara suggested that we begin placing ambassadors at SDSU to advertise for the Spring. Beth approved the idea.

Madelaine went over some changes that have been made to the class schedule for the spring. Some of the M,W,F classes have been put into the schedule as T,Th classes thereby shortening the number of days that a student is required to attend class. This works well for three unit lecture courses but no so well for some of the

Exercise Science, English, Math and Science and Engineering courses, basically because they are four, five and six unit courses.

Another change that will occur is the time changes to classes. Some of the evening classes that have previously run from 7:00 p.m. to 9:50 p.m. will now start at 6:00 p.m. and end at 9:00 p.m. Additionally, some classes will now start at 6:30 a.m.

Another goal that Madelaine is working on is to eliminate duplicate information and advertising. Some of the changes that will occur are revisions to the transfer and IGETC pages.

In the spring, we will be going from the 17 online classes we had last spring to 38 for this coming spring. There will be an expansion of courses as well to include History, Psychology, Child Development, Health Education and BOT. There will be an addition of Managerial Accounting, Business Communication and PDC courses.

Online courses tend to have a high enrollment rate but the retention is generally low due to the mentality that people have in thinking that an online class is somehow easier than those taught in the classroom. These classes require more technical savvy and self-discipline.

Some of the other changes that are being looked into in terms of changes to the class schedule are the utilization of different fonts, colors and brackets to clarify the class offerings.

V. Follow-up from Retreat

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

The suggestion of a Movie Night or Farmer's Market has not been pursued as of yet. Barbara distributed and then reviewed copies of information on setting up a Farmers Market and Movie Night.

VI. Updates from Committee Members

Dana informed the committee of a statewide advertisement that was going to take place to recruit students due to the drop in enrollment from the recent fee increase. Apparently, this advertisement although it was good in concept, it had a bad presentation and will therefore not be run.

Barbara has eight high school tours planned for this fall.

Carmen distributed and explained the purpose behind two concept cards which will be utilized as mailers. They will be sent to high schools students informing them of Financial Aid. Additionally, ads will be placed in the high school newspapers and postcards will be sent to seniors. Beth asked Carmen about letting potential students know that they need to apply for Financial Aid earlier. Carmen is attempting to get the word out earlier at the high schools. Additional on-campus marketing is being done to inform present college students that they can apply for financial aid.

Dana expressed some concerns over the postcards that Carmen passed out concerning the slogan "Financial Aid Is For Everyone." Carmen justified it by stating that there are several types of financial aid to include scholarships and grants.

Dana suggested review of one of the photos that Carmen was using on her concept cards. The picture appears to be from an Evidence Technology course that is offered at Grossmont College. Carmen will look into this.

Marie suggested inviting residents of the La Vida Real retirement housing project to our campus for a tour. She has checked with Dr. Perri and received her approval.

Dana made mention of a pending lawsuit involving the district and that if we hear rumor of it, not to be concerned about it affecting the new buildings.

Dana asked the committee about their opinion on changing the scrolling message on our TV station which says "Enroll Now." A suggestion was made to possibly change the term to "Apply Now."

Dana gave a description of Tuesday's Governing Board meeting in terms of the discussion on district money and where it is being put.

**The next Enrollment Management and Marketing Committee Meeting will be held on
Thursday, October 14, 2004, 2:00 p.m. to 3:30 p.m. in room G-110**

Cuyamaca College
Enrollment Management and Marketing Committee

Minutes of
October 14, 2004

PRESENT: Beth Appenzeller, Dave Francis, Barbara Meese, Jim Ney, Yvonne Powell, Marie Ramos, Carmen Solom, Madelaine Wolfe and Tony Zambelli

ABSENT: Rik Barnes, Brad Monroe, Dana Quittner, Rocky Rose and Jim Wales

GUEST: Greg MacGregor

I. Welcome

Beth began the meeting by welcoming all members. As a guest was in attendance, all members provided him with a personal introduction.

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

Beth distributed a copy of the Administrative Council Retreat, Enrollment Strategies for 2004-05. Beth then shared some priorities that Dr. Perri spoke of during the retreat. One was to provide the kiosk to Barbara Meese for use as an information booth. Two other priorities were the Spring 2005 class schedule debut kick-off and to increase our number of international students.

Out international recruiting has been down basically due to two reasons. One being the budget and the other being strict enforcement of rules implemented by INS and Homeland Security.

Tony suggested that we develop an infrastructure to support international students. This would consist of housing assistance, recruitment from other countries that Grossmont College is not recruiting from and mentorship.

Beth responded by adding that there are other limiters to recruitment such as inability of our staff to attend international conferences, limited marketing in international publications and support from Counseling.

Barbara suggested that the kiosk be relocated to Rancho San Diego Parkway. She would like to have it staffed by a senior citizen working approximately 20 hours a week. This person would serve as a supervisor over five senior volunteers. Besides general information providers, they would be able to provide direction during special events and add a more personal touch.

Use of the present Operator's office located at the One Stop as a general information room was also suggested.

III. Spring Marketing Plans & Ideas

Beth distributed copies of the Spring 2005 Marketing Plan and then went over the various items. Discussion ensued about mailing the class schedule in November rather than early January. The mailing of the class schedule in early November was favored as it would allow students more time to choose their classes.

Tony suggested that we begin promoting our class schedule through local UC's or CSU's by acquiring mailing labels of their students that live in our zip code area. A general postcard or letter could be sent to them advertising our classes and their transferability to four-year colleges.

Other suggestions by Tony included targeted marketing of certain programs such as CIS and other vocational classes. Also, that we include advertisements of our programs in publications such as the Job Giant, Pennysaver and Employment Guide.

Beth gave some information on the Z-90 Jingle Jam event to be held at the Sports Arena on December 2nd. The Jingle Jam is basically a hip hop concert that will include performances by various artists. As one of the sponsors of this event, Cuyamaca College will receive multiple media exposure via radio advertisements, banners and a booth at the event staffed by our ambassadors.

IV. IR. Fall 2004 Comparison Stats

Beth distributed and then reviewed a copy of the Fall 2002, Fall 2003 and Fall 2004 Census Comparisons for Cuyamaca College and Grossmont College that was provided from the Districtwide Enrollment Management and Marketing Committee.

Greg suggested that we send postcards to those students that do not continue but were enrolled in the previous semester to find out why they did not return.

Beth went into explanation of overlap of courses between the two colleges. This may possibly be preventing some students from co-enrolling in both schools.

V. Updates from Committee Members

Tony distributed flyers from the Kiwana's Club advertising a sell of apples that they are conducting. The money raised from the sale of the apples will go towards scholarships for students.

Carmen distributed a copy of an ad that they will be placing in ten of the local high school's newspapers informing them of financial aid availability at Cuyamaca College.

Yvonne informed the committee that October is Disability Awareness Month. In recognition of this, the Cuyamaca College basketball team will be competing in a game against the San Diego X-Press on October 20th. at 11:45 a.m. in our gym.

Barbara shared the outcomes of her recent high school tours and informed the committee of her future ones to come. In addition, she and her ambassadors will also be visiting local high schools.

**The next Enrollment Management and Marketing Committee Meeting will be held on
Thursday, November 11, 2004, 2:00 p.m. to 3:30 p.m. in room G-110**

Cuyamaca College
Enrollment Management and Marketing Committee

Minutes of
November 11, 2004

PRESENT: Beth Appenzeller, Dave Francis, Barbara Meese, Marie Ramos, Rocky Rose, Madelaine Wolfe and Tony Zambelli

ABSENT: Rik Barnes, Brad Monroe, Jim Ney, Yvonne Powell, Dana Quittner, Carmen Solom and Jim Wales

I. Welcome

Beth began the meeting by welcoming all in attendance.

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

Tony would have liked to have had the free meals advertised for the 'kick-off' event. It was then clarified by Madelaine that the meal was free pending the students' attendance of an orientation.

Tony questioned the goals of this event and whether or not it was to make us feel good or recruit students stating that you can't accomplish both at the same time. You need to hold this event at a time when all faculty can attend. Tony suggested that very few faculty were able to attend the event due to the time slot. Beth mentioned that the event was a retention effort. Madelaine provided explanation as to why the particular timeslot was chosen. She additionally contributed the timeslot as partial reasoning for the positive showing of students.

Barbara gave praise to the greeters and attributed the high number of attendees to the flyers that were placed on cars in the student lots.

Marie felt that that the vendors, athletes, material bags, flowers, signage, colored tablecloths, candy, balloons and music all provided for a positive atmosphere and attendance.

III. Spring Marketing Plans & Tabloid

We will be producing a tabloid to advertise the Spring 2005 semester. Beth went over the costs of printing and distribution of the tabloid and poly bag.

Tony made the suggestion to have the tabloid placed into a format similar to that of the Reader.

Tony asked about the feasibility of placing the tabloid in some of the local papers. Beth responded by informing him that the

distribution of these papers was limited in comparison to that of the Union Tribune.

Tony inquired to Beth as to the contents of the tabloid. He was informed by various committee members that it contains student testimonials, program advertisements and course listings. Tony would like to see the tabloid additionally have a focus on programs of low enrollment such as CIS. Madelaine asked Tony to forward programs that he feels need promotion to Al for review.

Barbara suggested that it should be noted in the tabloid and other marketing efforts that our programs/classes are transferable to four-year universities.

The idea was presented by Tony that one means of promoting programs of low enrollment and transfer at the same time would be to highlight and acquire a testimonial from a student that has transferred to a four-year university with a major that is noted for having low enrollment.

Beth distributed and provided a general review of a memo from Douglas Gould to the Community College Colleagues dated October 13, 2004. This is basically a report of research findings that provide some of the issues related to community college marketing.

IV. Potential District Marketing Projects - input

Beth went over two different marketing projects that Dana is looking into. One is an ad related to transfer, similar to one that was published a couple years ago. The other is a brochure which highlights both campuses and their majors.

Tony suggested that money should be directed to promote programs that are in need of enrollment and our vocational programs. Beth responded that the focus on programs for our class schedule is guided by input from the instructional deans.

Tony brought up the option of using VATEA mini grants to assist in building programs and gave explanation as to the benefits and the process.

V. Updates from Committee Members

Barbara informed the committee that her ambassadors will be performing outreach at SDSU during the last week in November to promote our intersession and the Spring semester.

On December 2, the ambassadors will be performing outreach at the Jammin Z-90's Jingle Jam event to be held at the San Diego Sports Arena.

Tony asked about the average age of our students indicating that they are below that of other colleges in California. Case in point is that Barbara's outreach to the high schools is working.

Beth provided three reasons high school students come to our college as per our survey: (1) tour of the college, (2) presentation at the high school or (3) they took a class here while they were still in high school.

Tony then questioned as to whether or not we could reach the adult population in a similar way in which we do that of the high schools. One issue with doing this is acquiring a captured audience. Marie is doing something similar in terms of reaching out to the elderly population in the community. Residents of La Vida Real will be coming to campus for tours. At present, we are holding non-credit intergenerational dialogue classes at the La Vida Real site.

Marie informed the committee that the Spring 2005 Preview will be coming out in the first week or two in January.

Madelaine went over some of the changes to the Spring class schedule. She noted that on page 1 the main changes in terms of time and date options are listed. As we will not be running this same page of information in the future, we may want to look at how we want to use this page in the future. One possibility is to use it as a feature page. Marie will take a look at this page in terms of revisions for future editions. Marie then asked the committee as to what they would like to see on page one. Rocky suggested that perhaps this page could list a general explanation of the class schedule.

Beth expressed the need to ensure that with multiple individuals having input on design and layout of the class schedule, that a decision of one does not offset that of another.

Tony suggested that the class schedule should be more consistent in terms of use of fonts and illustrations.

Rocky and Barbara then suggested that a task force be created to review the layout and design. Rocky offered to chair this committee should one be created. Tony suggested that Beth take the suggestion of creating a task force to upper administration for approval. This topic will be discussed in the future.

Dave informed the committee that the President's newsletter will be coming out next week. Graphics will soon be starting on the cover for the Summer 2005 class schedule. Beth then provided a general description as to how the cover will appear.

Tony made the suggestion that we incorporate the services of some of the small business classes at Southwestern College to work on marketing, in particular an individual by the name of Mary Wylie, Dean of Economic Development and Customer Training.

**The next Enrollment Management and Marketing Committee Meeting will be held on
Thursday, December 9, 2:00 p.m. to 3:30 p.m. in room G-110**

Cuyamaca College
Enrollment Management and Marketing Committee

Minutes of
December 9, 2004

PRESENT: Beth Appenzeller, Dave Francis, Barbara Meese, Jim Ney, Marie Ramos, Carmen Solom, Madelaine Wolfe and Tony Zambelli

ABSENT: Rik Barnes, Brad Monroe, Yvonne Powell, Dana Quittner, Rocky Rose and Jim Wales

I. Welcome

Beth began the meeting by welcoming all in attendance.

II. Spring Enrollment Report & Input

Beth distributed copies of a memo outlining the Spring 2005 Comparative Enrollment Figures for 12/8/04 and then explained it in detail.

Tony made the suggestion of providing a premium to students that get friends to enroll (new students) at Cuyamaca College. He then went on to explain options for tracking them such as the use of a referral card that they would bring into Admissions and Records. Dave suggested a means to track those referred by a friend would be to have a check box added to the on-line application.

III. Spring Marketing - Status

Beth distributed copies of a memo she generated on November 30, 2004 which referenced what's in the works in terms of marketing projects and activities for Spring 2005. She then provided a brief summary of each.

Beth passed around a copy of the tabloid which will be distributed with the Union Tribune on Sunday, January 9th.

A project that recently came from the President's Cabinet will consist of the mailing of a postcard reminding students to register for the spring. This postcard will be mailed to current students as well as those that are eligible to register for spring but have not yet done so. This mailing will take place on 1/6/05 and consist of approximately 12,000 pieces.

Dr. Perri may be sending a letter from her to all registered students that will go out the beginning of the semester. Madelaine suggested that Dr. Perri make mention that the student bring a friend to college.

**IV. Student Calling Campaign
(January 10-13, 5-8 p.m.)**

A student calling campaign has been arranged for the week of January 10 through the 13, 5:00 p.m. to 8:00 p.m. This campaign will consist of Cuyamaca College staff, faculty, students, administrators and cabinet members that will be calling students that were enrolled for Fall 04 but have yet to register for Spring 05.

V. Updates from Committee Members

Beth - There will not be a priority wait list for Spring 2005 intersession classes. We'll assess how this works in terms of enrollment. For Summer 2005 we will have priority wait lists for one week prior to the start of each session.

Madelaine inquired to Tony as to the best way for faculty to manager crashers without having priority wait list. Tony suggested that we should let them all in. If there is an issue with space then it would be first come, first serve.

Carmen provided an update on marketing that is being conducted from financial aid. They will be sending out letters to the local high school seniors to inform them of the Cal Grant deadline, (March 2) and to get them started thinking about applying to college and for financial aid.

They have also posted ads in the high school newspapers. This will be followed up by the mailing of postcards in January to remind students of the Cal Grants. An ad will be placed in a January edition of the Pennysaver. Additionally, outreach will be conducted at the high schools in conjunction with Grossmont College. Barbara asked Carmen as to which languages the high school workshops and the materials being mailed were in? Carmen responded that the mailed information was in Spanish, English and Arabic. The workshops are conducted in Spanish and English.

Barbara informed the committee that she will be providing information tables around campus during the first week of school to assist students with general information. Barbara asked that anyone interested in volunteering to assist in staffing the tables to let her.

Tony announced the kickoff of the Professional Development Academy. Tony then provided a description as to what this will entail. This project is grant funded for a year and a half.

Barbara is finishing up her large group tours for the Fall 2004 semester this Friday. There are two large tours planned for the Spring 05.

Senior citizens from La Vida Real will be provided with a three hour tour of our campus next Wednesday.

Marie - Community Learning is presently utilizing the La Vida Real facility to conduct some of their courses.

Tony is looking forward to the opening of our new Student Center. He felt that this will be a big asset to our campus and an attraction for new students.

Madelaine announced two important upcoming dates. One being March 10th, which will be the grand opening of the Automotive Technology building. The time is set for 4:30 p.m. The other date is March 31st. This will be the groundbreaking for the new Science Technology mall and is set for 10:00 a.m.

The bookstore will remain open during its relocation process which is set to take place during the first couple of weeks in January. They will be relocating to the "D" building.

Marie - The Spring 2005 Preview will feature artwork created by Marie's mother. The preview will be highlighting the new Professional Development Academy. There will also be advertisements placed in the Preview in relation to classes that are offered at Grossmont College.

Community Learning is presently in the midst of an MIS report. The credit portion is conducted by the District. The positive attendance portion is being done through Community Learning.

Dave is presently working on various marketing projects. He informed us that the focus on construction will not be used as it has been in the past.

Jim provided an update on some of the marketing projects that he has been working on. These included the status of the tabloid, polybag, billboard and Aztec ads.

Carmen announced the upcoming holiday carnival this Saturday, 11:00 a.m. to 1:00 p.m. for EOPS and CARE students. This event will take place on campus. There will be approximately 150 children attending. There will be games, clowns, food and presents for the kids. Carmen asked that anyone interested in volunteering to contact her.

**The next Enrollment Management and Marketing Committee Meeting will be held on
Thursday, January 13, 2:00 p.m. to 3:30 p.m. in room Z-109**