

Enrollment Management & Marketing Committee

AGENDA

1/13/05

2:00 - 3:30

Z-109

- I. Welcome & Happy New Year !!
- II. Spring Enrollment Report & Intersession Recap
- III. Spring Marketing - Current activities
- IV. Start of the Semester activities
- V. District EM & MC - possible jt. Mtg w/GUHSD & 'College Times' project - input
- VI. Summer Marketing (on a shoe-string) Brainstorming
- V. Updates from Committee Members

Enrollment Management & Marketing Committee

AGENDA
02/10/05
2:00 - 3:30
Z-109

- I. Welcome !
- II. Spring Enrollment Report
- III. 2nd 8 Week Session - marketing?
- IV. Status of Outreach Dept.
- V. Summer Marketing (on a shoe-string)
Brainstorming
- VI. Updates from Committee Members

Enrollment Management & Marketing Committee

AGENDA

3/10/05

2:00 - 3:30

Z-109

- I. 2005-06 Catalog Cover
& Fall 2005 Class Schedule Cover Development

Enrollment Management & Marketing Committee

AGENDA

4/14/05

2:00 - 3:30

Z-109

1. 2005-06 Catalog Cover & Title pages
& Fall 2005 Class Schedule Cover - Jim Ney.
2. Schedule Debut & Registration Kick-off w/VP
BBQ - Infomercial Brainstorming
3. FTE Projections
4. Financial Aid Marketing Integration

Enrollment Management & Marketing Committee

AGENDA

5/12/05

2:00 - 3:30

Z-109

1. Recap Fall/Summer Schedule Debut & Registration Kick-off event
2. Financial Aid Summer/Fall Marketing projects
3. Fall Marketing plan & brainstorming

Enrollment Management & Marketing Committee

AGENDA

7/14/05

2:00 - 3:30

Z-112

1. Time & Day of EM meeting - All
2. Financial Aid Marketing Campaign - Recap - Gene Morones
3. Summer & Fall Enrollment update - Beth
4. Fall Marketing Plan projects update - Beth
5. Fall Start of the Sem activities - All
6. Enrollment Activities Brainstorming - All

Next Meeting: August 11th 2-3:30

Enrollment Management & Marketing Committee

AGENDA

8/11/05

1:00 - 2:00

Z-109

1. Fall 2005 Enrollment Report - Beth
2. Start of the Semester Prep - Maps, etcetera, other issues?
3. Start of the Semester Activities - info. tables, greeters, etcetera.

Next Meeting: September 8th. 2:00 -3:30 p.m. in Z-109

Enrollment Management & Marketing Committee

AGENDA

9/8/05

2:00 - 3:30

Z-109

1. Fall Enrollment discussion, overall #'s, trends, classes that were at capacity, cancelled, etcetera...impact of construction?? - All
2. Recap of Fall Marketing activities & impact on enrollment - review possible changes for next Fall.
3. Recommendations for revisions for Spring.
4. Discuss possible 'revamp' of Class Schedule.

Next meeting Oct. 13th

Enrollment Management & Marketing Committee

AGENDA
10/13/05
2:00 - 3:30
Z-109

1. Logo Usage Manual
2. Spring Schedule Debut - update
3. Spring Enrollment Strategies/Activities - New ideas???? - All
4. Intersession Marketing & Outreach
5. HS/CC proposal to waive fees
6. Enrollment Trends
7. College Times

Next meeting Nov 10th

Enrollment Management & Marketing Committee

AGENDA
12/13/05
2:00 - 3:30
Z-109

1. Enrollment & Enrollment Strategies
2. Marketing Update
3. WebConnect & Schedule Search info in Class Schedule
4. Discontinuance of Phone Registration - possibly Fall 2006