



Enrollment Management Meeting

Wednesday, October 13, 2021
Zoom Meeting
11:00 am – 12:00 pm

Committee Members:

LaDonna Trimble ~ Chair
 Rick Motawakel ~ Co-Chair- **Absent**
 Anet Youkhana – Member
 Duane Rumsey ~ Member - **Absent**
 Dr. Erin Vines ~ Member-
 Isabelle Saber ~ Member **Absent**
 Shaminder Brar ~ Member- **Absent**
 Christos Valiotos ~ Member
 Tom Gang ~ Member- **Absent**
 Betsy Sanchez ~ Member
 Nichelle Williams ~ Member- **Absent**
 Marisela Corona - Union Representative - **Absent**
 Svetlana Deplazes ~ Member

Rashall Hightower Stickel ~ Member - **Absent**

Kenya Johnson ~ Member
 Michelle Hernandez ~ Member
 Dawn McIntosh ~ Member
 Van Rider ~ Member
 Karen Heizman – Member
 Mariko Shimizu - Member
 Vacant ~ ASO Representative- **Absent**

Other:

A. Koritsoglou
 A. Burd

MINUTES

Items	Person(s) Responsible	Time	Action
STANDING ITEMS:			
I. Minutes Approval	All		Minutes from 9/8/2021 Approved with corrections
INFORMATION/DISCUSSION ITEMS:			
II. Marketing Strategy	B. Sanchez		<ul style="list-style-type: none"> • Working on marketing strategies across the region and the AV • Planning to launch a work group that will be associated with the marketing strategies the beginning of the year. • Target market for displaced workers. <ol style="list-style-type: none"> 1. Re-targeting their careers 2. Re-entering the workplace • Support to H.S Special Admit Students <ol style="list-style-type: none"> 1. Other schools offer zoom information sessions for parents of special admit students
III. Business Services Presentation	S. Brar		<ul style="list-style-type: none"> • Move to the next meeting
IV. Data	All		<ul style="list-style-type: none"> • Discussed new data set to show the number of CRNs by course and modality.

			<ul style="list-style-type: none"> Svetlana to put EM Tables for Fall 2019-2020 into a tableau
OTHER:			
			<ul style="list-style-type: none"> L. Trimble work with Marketing, Christos, and Tom re: scheduling and how it's being approached now and in the future. In terms of the format of the plan work to get the metrics narrowed down from 3 to 1. The link for "back-up care" https://hr.uw.edu/child-care/backup-care/ Source related to child care at University of Washington, https://hr.uw.edu/child-care/
Goals	All		<ul style="list-style-type: none"> Meet base funding level per the Chancellor's Office plus two percent annually. Advancing students' progress towards successfully achieving their educational goals with integration of guided pathways. Increase percentage of full-time enrollment through effective scheduling and program planning.
FUTURE AGENDA ITEMS:			
Business Services Update			
Next Meeting Date:			
TBD			