

PBC Strategic Enrollment Management Committee

MEETING AGENDA

Wednesday, March 13, 2019

Building 8 - Room 119

9:00 – 10:00 a.m.

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| **Agenda Item** | **Discussion Lead** | **Time Allotted** |
| **Re-Cap of Previous Sessions**   * College for Working Adults – James/David R. * Early College and Dual Enrollment – Tammy * Priority Engagement Program (new PEP) – Max | Dean Carranza  VPI Tammy Robinson  Dean Hartman | 10 |
| **Distance Education**   * Enrollment in Distance Education * Distance Education course success rates * Characteristics of Online Students * How do we determine what to offer online? * How will the new, online (115th) college impact Canada? * Strategic thinking: what are our values? How do they impact our decisions when it comes to online education? * Opportunities for growth and improvement * Marketing | Tammy Robinson, VPI  Lezlee Ware, DE Coordinator | 40 |
| **NEW Standing ITEM: Campus-wide Outreach and Community Plan**  Cañada’s Local Area Recruitment Group to propose how we might develop a campus-wide outreach (and communications) plan and weave it into the SEM Plan. This should include ideas for engaging faculty in outreach and communications. | Myra Arellano and Marisol Quevedo | Next Time |
| **Next Steps & Items for Future Meetings**   * Next Steps on DE Strategies * Campus-wide Outreach * Guided Pathways – key strategies emerging from inquiry phase | * Myra and Marisol * Char Perlas & Maureen Wiley | 10 |
| **ADJOURN** |  |  |