



Enrollment Management Task Force – Adopted Notes

Thursday, April 17th 2014, 4:00pm

Board Room

Membership

√ Tina Aguirre Trinidad Arguelles	Todd Finnell	√ Brian McNeece
√ Kathy Berry	√ Daniel Gilison	√ Jose Ruiz
√ Craig Blek	Rick Goldsberry	√ Efrain Silva
√ Susan Carreon	Becky Green	Ed Wells
√ Rick Castrapel	√ Carol Hegarty	√ Kevin White
Gloria Carmona	√ Jose Lopez	Cathy Zazueta
√ Ted Ceasar	√ Terry Norris	Allyn Leon
√ David Drury	Edward Scheuerell	√ Veronica Soto
	√ James Patterson	

Recorder: Melody Chronister

1. Call to Order

Vice President Berry called the meeting called to order at 4:02pm.

2. Discussion Items

a. Proposed Enrollment Management Plan Rubric

M/S/C Blek/Drury to accept the proposed enrollment management rubric with edits noted below (bullets).

The proposed enrollment management rubric was drafted using an existing model from another college. The committee as a group went over each section of the rubric, providing feedback. Changes requested were as follows:

- Benchmark One: Add Chief Business Officer, Articulation Officer, Coordinators, Institutional Researcher, and Online Architect to membership.
- Benchmark One: Skills: Use the Partially Meets as the Fully Meets
- Benchmark Two: Merge Strategy and Action Item rubrics into one.
- Benchmark Three: Merge Strategy and Action Item rubrics into one.
- Benchmark Three: Remove Timeline (change to match AS benchmark).
Concern was expressed about being able to project that far due to present financial state of college.



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- Benchmark Four: Link to Student Services Success Task Force but keep in this document so linkage is there.
- Benchmark Five: Have Marketing Committee spearhead this benchmark.

Once the requested edits have been made the Enrollment Management Rubric will be sent out via SurveyMonkey™ for individual EMTF members to complete their evaluation of IVC's enrollment management practices using this rubric.

3. Adjournment

- a. Vice President Berry adjourned the meeting at 4:37pm