## Enrollment Management Minutes

## 3:00pm – 5:00pm  March 27, 2023  AC-120

**Our Mission**

*With students as our focus, Porterville College provides our local and diverse communities quality education that promotes intellectual curiosity, personal growth, and lifelong learning, while preparing students for career and academic success*.

**Members**: Primavera Arvizu, Michelle Miller-Galaz, Mike Carley, Stephanie Olmedo-Hinde, Melissa Long, Elizabeth Keele, Vickie Dugan, Kendra Haney, Sherie Burgess, Jim Carson, Ricardo Marmolejo, Roger Perez, Miranda Warren.

1. **Call to Order –** the meeting was called to order at 3:04 pm.
2. **Approval of Agenda M/S/C – E. Keele/ V. Dugan**
3. **Approval of Minutes M/S/C – S. Olmedo-Hinde/ E. Keele**
4. **Full audience - Information Items**
5. Banner 9 Update – Priority registration starts this Wednesday, there are a few minor issues we are working on.
6. Student Services Updates – 2021-2022 Program Maps are complete, the 2022-2023 catalog year will be sent out soon. Pathway goals orientation – information sessions coming soon.
7. Counseling Update – Counselors in the Quad will be available every Monday in April.
8. **Full audience - Discussions Items**

1. a Marketing Analysis – presentation by Roger Perez.

1. b Enrollment Management Plan – look into the charts listed without captions.

1. **Chairs – Information Items**
2. **Chairs – Discussion Items**

1. a Dialog about upcoming outreach and marketing efforts

1. **Other –** Guided Pathways to bring information to this committee?

1. **Future Agenda Items**
2. **Adjourn – meeting adjourned at 4:30.**
3. **2017-2022 Enrollment Management Goals**
   1. Increase number of declared majors
   2. Increase awareness of instructional program offered
   3. Increase the number of dual enrollment offerings and track the success of those offerings
   4. Increase the percentage of students who take 15 units per semester
   5. Increase percentage of students who complete 30 units by end of 1st year of college
   6. Increase awareness of career options within programs/pathways of study
   7. Increase the number of students receiving associate degrees and certificates
   8. Increase number of students who transfer to university
   9. Increase number of students with ready resume, job applications