

SEM Admissions & Marketing Subcommittee Minutes

03/15/2024

Attendees

Michelle Telg-Moore
Frank Graves
Kirk Schlemmer
Gale Kissinger
Dinithi Wright
Elizabeth Garcia
Amanda Straten
Dustie Hamilton
Amy Antoninka
Lisa Elliott-Co-Chair
Jennifer Norman
Karen Clark-Co-Chair

Absent

Shawn Trochim
Kayla Willis
Becca Long
Meg Esparza

Last meeting's (02/09/2024) minutes were reviewed

Including finding a way to share photos on campus. Members are working on it.
We covered the Core Values once again.

Subcommittee goals & objectives for 2023-24

Focusing on adult learners over 25 years of age

1. Increasing enrollment by 3-5 % over Fall 2023
 - a. Michelle and Karen worked on recommending a GED scholarship and presented it to our group. It will then go to leadership for approval.

Increasing community awareness and publicity about MCC

1. Taking flyers out to places students over 25 would frequent and hanging them on bulletin boards
2. Continuing to find additional sponsorships that reach the 25 and older cohort.
 - a. Gale has emailed Brazos Nights for sponsorship info. We will also order fans to have recruiters hand out at the event.
 - b. Lisa invited our team to attend Greater Waco Chamber of Commerce New Member Orientation to be able to network.
 - c. Admissions/Recruiting involved in HOT College Fair and Region 12 Counselor Recognition Day
3. Buyer Personas (Humanizes are target audience)
 - a. A buyer (student) persona embodies an ideal or target customer or in our case student for our business. It is created based on a combination of quantitative and qualitative research.
 - b. Understanding our current generation of students

Assignments for members

1. Need to identify demographic of students who responds to email and those who responds to texts.

Laura Wichman will attend April Meeting to discuss 25-40 year old retention data.

Next meeting is April 19th at 2pm. ADM 4th floor conference room.

Lisa closed the meeting