

SEM Subcommittee

Admissions and Marketing

February 9, 2024

Attended

Lisa Elliott
Dustie Hamilton
Jennifer Norman
Gale Kissinger
Kayla Willis
Becca Long
Amanda Straten
Elizabeth Garcia
Kirk Schlemmer
Amy Antoninka

Absent

Karen Clark
Frank Graves
Shawn Trochim
Michelle Telg-Moore
Dinithi Wright
Meg Esparza

Old Business

Core Values: People
Integrity
Communication
Inclusiveness
Excellence

Minutes were reviewed

Dr. Hills sent an email asking all web masters to check their pages and make corrections before registration

International student was revamped: looks great

Lisa added student resources to MCC home page

McLennan County has a video highlighting MCC on their website

Follow up needs to be made with HOT Workforce solutions: Lisa and Dee

MCC is sponsoring six little league teams: La Vega, Challenger League, West Baseball and Basketball, Midway two teams

New Business

Objective to increase enrollment of 25-40 year olds by 3-5% over Fall 2023

Fall 2023: 1666 students 25-40 yr old

Spring 2024: 1423 students 25-40

-243

Rate of students in 25-40 compared to total enrollment:

Spring 2023-21%

Fall 2023-21%

Spring 2024-22%

Lisa is going to ask Laura Wichman to attend next meeting to explain stats more completely

Putting information out there: Graduation attendees see information on the screen with QR code
Handbills
Commercial of Graduates with their family
Student or faculty speaker at commencement
Solicit family members to send well wishes to put on screen
Highest Honors with pic and testimonials
Successful Alumni pic and testimonials

BEAP: Program is expanding to include those business that don't already have a tuition reimbursement in place
Drop off rate for Amazon employees in the MCC program is currently at 39%
Recruiters will assist employees with FAFSA and enrollment
Do we have incentives in place to entice companies to become part of BEAP?
Maybe matching scholarship business is paying?
Offering a book scholarship?

Mobile Classroom: Pop ups for registration at events? Kirk stated they weren't real successful when he did it with Tarleton

Tables are more successful

Events suggested: Brazos Nights (Gale will check to see who sponsors Brazos Nights)
HOT Fair
MCC's Trunk n Treat

Restaurant specials that Feature MCC:

MCC Flyers placed in businesses frequented by 25+ community members: Laundromats
Cleaners
Restaurants
Star Bucks

Gale offered to put together kits for SEM members to carry in their vehicles in the event an opportunity arises they could hang a flyer.

Local schools need pennants and flags. Gale will make them available to recruiters.

Lisa closed meeting.