McLennan Community College

Strategic Enrollment Management

Steering Committee Minutes

09/21/22

**Attendees:** Stephen Benson, Meredith Brown, Londa Carriveau, Lisa Elliott, Frank Graves, Dustie Hamilton, Fred Hills, Sandi Jones, Estella Lopez, Johnette McKown, Mandy Morrison, Kim Patterson, Lise Uhl, Laura Wichman.

**Absent:** Karen Clark, Daelynn Copeland

**Meeting began: 2:02 p.m.**

**Opening:**

* Dr. Benson met with the City of Waco about their Employee Assistance Program. This program allows employees to take courses at MCC and the City will pay for their classes. They have employees interested in receiving their G.E.D., in addition to taking college courses from MCC and the University Center.
* Dr. Benson met with Keith Austin from Amazon last week. Amazon is interested in sending their employees to MCC. Mr. Austin toured our campus and attended the Business Office After Hours event. He is very interested and would like to begin this program by January 2023.
* AbbVie is serving the Advocacy Kids and attended the Business Office After Hours program as well.
* Lisa Elliott is planning on contacting Fed-Ex to find out if there are interested in sending their employees to MCC.
* Lisa – Rebranding Workshop:
* Met with 30 students, Leadership Team and Board members, and Community members.
* Received great information and will be implementing a plan and making recommendations.
* Next step will be how to target our audience in introducing our new logo.
* Hopeful to promote new logo in Spring 2023.
* New logo campaign in Fall 2023.
* Highlander Logo will remain with Athletics
* Dr. Benson would like to have a Retreat with each of the leaders from the sub-committees soon.

**Subcommittees**:

**Retention: Mandy Morrison**

* Research shows that colleges are doing the same thing across the board. Some takeaways that are important for quality connections with faculty specific:
* Giving students long term projects so they have something to look forward to.
* Knowing students personally and helping keep them engaged with material from the faculty side specifically.
* Mentorships – asking students “who on campus has your back”? If they don’t answer then you can plug them in somewhere.
* Meaningful Engagement – helping students identify their most meaningful activity on campus and if they don’t have one, then help them get plugged in.
* Great Takeaway - It only takes one good reason for a student to stay; Instead on focusing on reasons why they’re leaving; Focus on Why they Stay.
* Top three reasons why students stay: Connections, mentorships, campus meaningful engagements.
* This would also fit several of the big six from our course evaluations.
* After they’re measured, we will ask our VPs’, Deans, Laura Wichman, and Faculty to review the data on those six areas and see what they can find.
* We need to look at the people that are leaving and not returning. (Laura Wichman’s group is researching this).
* Starting in October, we will begin surveying students that withdraw from a class and ask why they withdrew and what could have prevented it. Students will receive a survey for each class they withdraw.
* Laura Wichman will be sending faculty a reminder to timely withdraw students so there’s not a big overlap of students that withdrew in October, but didn’t get withdrawn from class until December. Otherwise, it will affect their survey.
* Helpful that faculty know what their expectations and how important their role is every semester.
* Big Six – College Experience
  1. I had this one professor who made me excited about running.
  2. My professors cared about me as a person.
  3. I had a mentor who encouraged me to pursue my goals and dreams.
  4. I worked on a project that took longer than a semester or more to complete.
  5. I had an internship or a job that allowed me to apply what I was learning in the classroom.
  6. I was extremely active in extracurricular activities or organizations while I attended college.

**Marketing: Lisa Elliott**

* Our committee decided to market MCC similar to the ExpressPath Events. We will be participating in community events or churches where people are already attending. We will also ask other people on campus to help with these events like we did with ExpressPath.
* We are adding someone from Career Services and Gale Kissinger from Support Staff to our committee.
* We need to target other groups like the Hispanic and African American Organizations. We need to engage with entities that will bring the people to us.
* Don’t want to overshadow events hosted by others and talk about our registration only. We are there to support and talk to the student and answer question. Hopefully will help enrollment.
* Need a larger group that’s trained to go out and help so it’s not the same group going out each time.
* Suggestion:

Marketing how many business scholarships we have to give away to students and using that as a carrot. Putting this information out to faculty and using it as a marketing tool will help spread the word to students.

* + - * Lisa Elliott expressed that MCC has information sheets that are passed out to students that lists scholarships available to students.

**Finance - Sandi Jones & Grayson Meek**

* Committee looked into starting club sports at MCC.
  + Grayson did some research and got a copy of Baylor’s club sports handbook and the types of club sports they have, which are mainly wet sports clubs.
  + Title V can help pay for some expenses if we decide to move forward in starting a club sport.
  + Spoke Joe Hinojosa and he feels that we need to start getting more student clubs together before we can start looking at club sports.
  + Plus, no manpower to run Student Life since Joe is the only person running the department at this point.
  + Committee is interested in brining Pickle Ball to campus if we can bring back more student club.

Discussion:

* + - Laura Wichman will add to student survey - “What type of extracurricular activities would you sign up for?” so that students can tell us what they will actually sign up for and not say they are interested and not sign up.
* E-Sports have become very popular with the younger generation.
* **Process Improvement:**
* Dustie and Dr. Benson are meeting with each of the task force committees regularly.
  + Asking each committee to bring back three deliverables:
    1. Top priorities
    2. Things for their areas
    3. Any others that could impact all of them.
* Next meeting in Oct., all task forces will review priorities and decipher which ones they will task for the year.
* Next Process Improvement meeting will focus on late registration.
  + First step for the Fall semester is to talk about, “what the next steps looks like”.
* **Enrollment Report - Reviewed**
* Current initiatives – Marketing
  + Campaign – start on Oct. 31st
    1. Ask for bids for all advertising
    2. Branding company will give recommendations for media
    3. Same campaign used last year but changing it up with diff pictures.
    4. Plans are to make our grant program ads look similar to our current campaigns so it has consistency.
    5. We now have grants that pay for marketing, which puts more money in our marketing budget.
    6. Grants were renewed for Waco Transit for three more months but could go as long as a year. Advertising for MCC were added on the Waco Transit buses, which is better than billboards.
    7. Commercials are still running – digital advertising and tv commercials
    8. We will run a tv commercial announcing our rebranding once it’s complete.
    9. Advertising is marketed to target the audience by age range.
       - Graduating students (ages 18-24)
       - Returning students (ages 25-34)
       - Parents
    10. Traditional Radio is used to announce events.
* Marketing – Karen Clark & Dustie Hamilton
  + - Preparing to open Fall applications to get ready for scholarship applications.
    - Making changes to Slate application to enhance student experience.
    - We have two events planned for McLennan & Rising Star. (Oct. & Nov.)
      * Received information for 300+ students.
      * Still waiting on information from Waco ISD and a few other bigger schools.
    - Marcom and Admissions Chairs met with Dr. Benson to talk about different groups who they wanted to follow up with.
      * People who have planned classes for Spring 2023 in Student Planning but didn’t register because they weren’t approved yet.
      * Those that were ineligible for Restart Program.
      * Those who were students in Spring 2022, but didn’t register in Fall 2022.
      * Students who didn’t come back and said they were going to a different college.
      * Those packaged with financial aid after the first day of class this semester but didn’t register.
      * Those that applied but didn’t register. (4,100 students)
      * 622 students went somewhere else – by Laura Wichman
    - Student Survey question: “Why students weren’t coming back?”
      * 4-6% negative interaction they had with employees.
      * All others were due to we didn’t have a program.
    - 334 students are eligible for the Rising Star Program.
      * Big improvement from last year.
* **Research & Growth**
  + Nothing to report

**Meeting adjourned –** 3:00 p.m.

By: EL