

ENROLLMENT MANAGEMENT TOWNHALL



Purpose of the meeting

- Given the changing environment, it is important for the college to have a philosophical (not numerical) discussion about:
 - Whom we should serve
 - What programs and services we should offer
- (We will get to the numerical later)

Outcomes we hope for today:

- Professional, collaborative, selfless, respectful discussion in order to begin to chart the future curricular mix, programs and services offered by the college
- Begin to determine where to grow or where to reduce based on educational priorities determined collaboratively

Setting the stage:

- The environment has changed – fiscal, mission, demographic, regional, career landscape, etc
- Helen’s Opening Day report reference “Reclaiming the American Dream”
- Three years of budget reductions using various strategies – targeted cuts / across the board
- Most, if not all, programs have little left to cut
- Budget for 2012-13 will not be known till November 7th, 2012 (we may need to cut or add)
- Need to have a planned (not reactive) approach with college-wide input to act on November 7th

Words of wisdom:

- This will not be an easy conversation. It will probably get painful before it gets better.
- Begin by looking at what you can do, rather than what others can do.
- Remember to be self-less; only then can this be an honest, student-centered, college-focused discussion.
- Let's play fair. No 'sacred cows'!

Process

- Collect handouts
- Breakout into 4 groups. (L105, L106, two in L109)
 - Members within a department should spread out to share valuable department-specific information
- Brainstorm ideas to the questions posed
 - Document ideas on the flip chart
- Select and asterisk 3 of your best ideas to ‘report out’ when you return to L109
 - All the ideas will be typed-up and shared with the college
- Large group discussion

BREAKOUTS BRAINSTORM

2 groups stay in L 109

1 group each in L 105 and L 106

Return to L 109 in 30 minutes

Breakouts share their 3 best
ideas

Next steps:

- Continue the brainstorming to get clarity on where to grow or streamline the college
- 2nd Enrollment Management Town Hall in September – Goal is to have a college strategy in place by mid September for the spring 2013 schedule
- Have longer term college strategy in place by the end of fall 2012

Questions?