ENROLLMENT MANAGEMENT TEAM  
Friday, April 16, 2010  
9:00 a.m.  
Clarkston Campus  
N-2230  
MINUTES

PRESENT: Veronique Barnes, Richard Beaubien, Catherine Binuya, Mark Elliott, Lisa Fowler, Patricia Greg, Nathaniel Holmes, Jonathan Lochamy, Fran Mohr, Frank Nash, Doug Ruch, Evelyn Ting, Robin Winston and Paulos Yohannes

EXCUSED: Dawn Davis, Rosemary Jean-Louis, Carole Jones, Vincent June, Susan Lofstrom, Barbara Obrentz and Ken Quattlebaum

I. CALL TO ORDER
Lisa Fowler, Assistant Vice President of Enrollment Management and Student Success, called the meeting to order.

II. REVIEW AND APPROVAL OF MINUTES
Minutes of the March 19, 2010 EMT meeting were distributed for review. Pattie Gregg noted that she was actually absent from the March 19th meeting. A motion to approve the minutes as corrected was made by Richard Beaubien, seconded by Robin Winston and approved.

III. ENROLLMENT MANAGEMENT SUITE UPDATE – Richard Beaubien
Richard shared the web address for the GPC recruitment area of the Enrollment Management Suite – gpc.edu/recruit/request. He asked that everyone go in and play around with it as this will help them work out any problems. With the EM Suite, information will be targeted to the individual student. Eventually, the link will be on the admissions web page. You can target students and their specific high schools and, in the future, you will be able to target international students. This is all very exciting.

IV. FALL ADMISSIONS UPDATE – Richard Beaubien
We will be dealing with three kinds of high school students:
   • Currently enrolled Dual Enrollment students
   • Current high school seniors who will be graduating this spring and want to get a jump start on college
   • Current high school seniors who will be graduating this spring and want to begin this fall
We are expecting huge numbers this summer. It is too early to gauge fall, but the numbers are looking good so far. Open Houses are showing that students are applying in advance for fall.

V. FALL REGISTRATION UPDATE – Doug Ruch
Fall registration is turned off until mid-May due to the fact that not all faculty have been identified. If students already have registered, their registration will not be affected. They can go back in and make adjustments in May.

VI. FIRST YEAR EXPERIENCE UPDATE – Lisa Fowler
The FYE course will be back before the Faculty Senate on April 27 for the third reading. Alan Jackson will be presenting it to the Senate. The following changes were made:

- All mention of the course being required has been removed at this point
- All mention of the course being a pilot has been removed
- The credit hours were kept at 3 hours

The BOR prohibits the course being in area B. Barbara suggested petitioning to have it included in area B and will continue to work with the curriculum committee. The course will be in Humanities. We hope to offer it in the fall.

VII. GPC RETENTION PLAN – Lisa Fowler and Nathaniel Holmes
Each president is required to make a presentation to the BOR showing their plan for how they are going to retain students.

Dr. Holmes stated that we are looking at five years of efforts by the College, present and proposed initiatives (First Year Experience, Goizueta, STEM) to create a plan. Our goal is to:

- Develop a committee that will include representatives of all retention efforts for the college
- Create a plan

The president will include bits and pieces of the plan in his presentation to the BOR. The BOR will be looking at what the institution will be doing with courses with high levels of W’s, D’s and F’s as well as Regents results, etc. We will bring the plan to this committee for review.

VIII. STRATEGIC MARKETING PLAN – Lisa Fowler
Lisa distributed copies of the Marketing and Public Relations Strategic Plan. She directed everyone’s attention to the second page to Strategic Objective #2. As a result, we will be working together as a team and will make assessments on what is working and what is not.

This report shows what Marketing and Public Relations is doing and the teamwork involved.

Catherine Binuya gave a brief overview of online efforts:

- Continuing with webinars and co-hosting webinars with other areas as well
- Looking to offer some online student engagement activities and working with Student Life
- Hosting TAG webinars for prospective applicants who express specific interests in our GPC TAG partnerships (Sharriette Finley is the Online TAG advisor)
- They will be more accessible as they are moving the Online Student Services Team to suite 2310 in the Learning Resources Center. GPC Online Administration and GPC Online Academics are located in suites 1220 and 1200 respectively.

IX. AREA UPDATES

**Contact Center** – Fran Mohr
- The Contact Center will be taking the Online calls soon.

**Financial Aid** – Robin Winston
- FAFSAs for 10/11
  - 18,333 in house (8,000 last year)
- Federal government has expanded Pell for 10/11 – more middle class students will be receiving Pell
- With the change to Direct Lending, Stafford loans will be coming through the federal government now.
- Will need a campaign to educate our students that loans are switching to the Direct Lending Program now – information will be on the website.

**Office of Institutional Research and Planning** – Patti Gregg
- Launched a new in-house faculty evaluation instrument
- Will be launching a survey next week regarding technology

**Alpharetta** – Frank Nash
- Transition meetings continue
- Enrollment and Registration Services, Financial Aid and Student Accounts will have space
- Additional services and offices will be added
- Looking at what is required by SACS for a library
- Looking at working area for faculty
- Will try to share operational services between GPC and Georgia State
- Long term – hope to add four wet labs
- New building is on schedule – Georgia State to be out by July 31st
- We plan to be up and running with services August 9th
- Joe Cannon has been appointed academic dean and there will be two department chairs on-site.

**International Student Admissions and Advising** – Veronique Barnes
- Team continuing to work on fsaATLAS (live date postponed for a week)
- Student Exchange Visitor Information System (SEVIS) has delayed deployment of SEVIS II
- Summer F1 students will be allowed to enroll in less than 12 hours (exception: 1st time F1 have to be full-time student)
Academics – Paulos Yohannes
• Discussing changing LS courses from 4 hrs. to 3 hrs.

Advising, Counseling and Retention – Nate Holmes
• Anthony Pinder has been identified to serve as the Interim Director of the Goizueta Educational Achievement Program
  o The program will target Hispanic populations
  o Will require a huge advising component
  o Hope to have 60 first-time, full-time students and 60 returning students in the fall
  o Hope to have 75% from year to year that will transfer to a four-year institution
• Domestic Violence workshops will be offered on all campuses next week
• Moving toward Contact Center taking ACRS calls in mid-May – updating FAQs
• Three Associate Director of ACRS positions posted

Office of Information Technology – March Elliott
• Implementing new payment system for students to pay their tuition and fees through “Touch Net”

X. ADJOURNMENT
There being no further business to discuss, the meeting was adjourned.

The next meeting of the Enrollment Management Team will be held on Friday, June 18, 2010 at 9:00 a.m. in Room 2230 of the College Center on the Clarkston campus. The May 21st meeting was cancelled.