ENROLLMENT MANAGEMENT TEAM
Friday, June 18, 2010
9:00 a.m.
Clarkston Campus
N-2230

MINUTES

PRESENT: Richard Beaubien, Catherine Binuya, Mark Elliott, Lisa Fowler, Patricia Gregg, Susan Lofstrom, Fran Mohr, Frank Nash, Barbara Obrentz, Ken Quattlebaum, Doug Ruch, Evelyn Ting and Robin Winston

EXCUSED: Veronique Barnes, Dawn Davis, Nathaniel Holmes Rosemary Jean-Louis, Carole Jones, Vincent June, and Paulos Yohannes

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

Lisa informed the group that Tracie Justus, of the ESL Department, will be replacing Jonathan Lochamy since he rotated off this year.

Lisa asked Richard and Doug to give an update on undocumented students. Richard stated that they have been checking records and determined them to be in compliance with our rules and regulations, with a couple of exceptions. He and Doug stated they hope to have their report ready next week. Barbara Obrentz asked for a copy of the report once it is ready.

II. REVIEW AND APPROVAL OF MINUTES
Since the May 21, 2010 meeting was cancelled, the minutes of the April 16, 2010 meeting were distributed electronically. Members submitted their corrections and/or approvals and the minutes were submitted for posting to the web.

III. ENROLLMENT MANAGEMENT SUITE UPDATE – Richard Beaubien
Richard reported that training is continuing with SunGard on the Enrollment Management Suite. He also shared that they are looking at Relationship Management, which is part of the EMS that will allow them to create communication plans to target specific students (send letters, alerts, etc.) and will require no manual work. It will move students on to the next campaign and track them as they move through the pipeline.
IV. SUMMER ORIENTATION – Richard Beaubien
Summer Orientation dates have been posted to GPC.edu/orientation. They will be loaded on the orientation page once confirmation of rooms has been completed. Richard also stated the Extreme GPC is not a “Super Saturday” – just a Saturday orientation.

V. FALL ADMISSIONS UPDATE – Richard Beaubien
Richard stated that eSAMS has now been updated to show any scanned documents that have not been posted. You can now see where documents are in the process - real time answers and expectations. Richard shared that for the first time in a long time; they are caught up with the “complete” list and have kept up with fall as well. He said it is very nice to see his staff working as a team.

Richard informed the group that the admissions counselors on each campus will be trained to admit Dual Enrollment students.

VI. FALL REGISTRATION UPDATE – Doug Ruch
Doug reported that fall registration will go down June 21st (end of early registration) and will re-open on July 6th. Those who registered early must pay by July 9th, unless they have aid available.

Robin Winston informed the group that the first fee assessment will be July 7th. Pre-purge letters will go out July 8th and the first purge will occur on July 11th. She also stated they are working to get the new fees posted on the web.

VII. FIRST YEAR EXPERIENCE UPDATE – Lisa Fowler
Lisa stated that the proposal will have to go back to the Faculty Senate in the fall, so the earliest it could be offered will be spring semester. This will give us time to develop marketing plans as well as to try to get it included under Area B.

Lisa shared that Mary Stuart Hunter, our FYE mentor, will be back next Thursday to work with the FYE Steering Committee and Marketing. She will return in late September to meet with the Steering Committee and faculty who will be teaching the course to work on academic outcomes.

VIII. GPC RETENTION PLAN – Lisa Fowler
Lisa informed the group that Dr. June gave the GPC presentation to the Board of Regents on June 10, 2010. She said several schools were told to go home and come back to try again. We were not included in that group. We were asked to create a three-year plan as to what we will do to increase retention and graduation. They want us to look at our graduation rates as our target is lower than our current rate. We will make adjustments.

She stated that a Retention Counsel will be added to our governance structure to look at our retention and to improve our graduation rates.
IX. CONTACT CENTER UPDATE – Fran Mohr
Fran stated that the Contact Center will begin taking GPC Online and Advising, Counseling and Retention Services calls on Tuesday, which will be the official start of phase II (the last phase) of their plan.

She further stated that the Center is averaging 1,000 calls per day and five minutes per call. She said the team is working extremely well and the support from the college is “awe inspiring”, and they are getting good feedback from students as well.

X. ADVISING PROPOSAL UPDATE – Lisa Fowler
Lisa stated that Dr. Holmes, master advisors and ACRS personnel have devoted a great deal of hard work to creating a revised Advising Proposal. It was sent to her and Dr. June, then to the deans and on to Dr. Michelich. Major revisions were suggested. There will be more discussion with deans and department chairs.

XI. AREA UPDATES

Alpharetta Center – Frank Nash
- Construction is scheduled to begin on June 28th
- Frank and staff will have to move again
- They should be ready to go by the first registration day
- Phone scheduled for installation on August 9th
- All Georgia State services will end on August 6th
- Georgia State should take possession of their new building July 9th or 10th.
- Long range plans are for wet labs (2 years, hopefully) – currently using Dunwoody wet labs
- Felicia Harbach has done a wonderful job
- 2 + 2 program with Georgia State currently includes Business and Teacher Education – expanding to include Criminal Justice and Social Work

Marketing and Public Relations – Barbara Obrentz
- Working on home page re-design
- In test phase for new navigation bars
- Will roll out a “feel” test within the next two weeks
- New ad campaign coming up as well

Office of Information Technology – Mark Elliott
- Plans to implement new SIS student authentication July 6th
- Only for authentication – can self-serve and reset their own pin
- There will be demo session for Fran’s group and OIT on June 29th at 9:00 a.m. at Lakeside on How to Remediate Password Issues.
XII. 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, July 16, 2010 at 9:00 a.m. in Room 2230 of the College Center on the Clarkston campus.