Recruitment and Enrollment Team Meeting Minutes
May 22, 2024 / 1:30 p.m.
The Beach/ Zoom

Chair: Mandy Palmer and Carrie Davis

Roll Call:

√	Carrie Davis		Eric Howard	√	Gabriel Nuokye
√	Kevin Hunsperger	√	Mandee Trowbridge		Jeff McGoy
√	Mandy Palmer		David Davis		
√	Kyle Smith	√	Teale Betts		
√	Mindy Reach		Virginia Chamness		

√ indicates attendance, leaving blank indicates absent

I. Call to Order

The meeting was called to order at 1:36 pm by Carrie Davis, Chair. A quorum was present.

II. Approve Minutes of April 24, 2024 meeting

A motion to approve the minutes of the April 24, 2024 meeting was made by Teale Betts, with a second by Kyle Smith. All voted in favor and the motion carried.

III. Items for Discussion

a. Monthly reports from team members on recruitment activities

- Kevin Hunsperger reported on the new video ad campaign that is currently running. The video is playing on Facebook and the 4 local television channels. He has received a lot of positive feedback on this video and hopes to have the videographer, Joseph Carr, come back in September to do a video featuring the nursing and OTA programs.

- Mindy Reach reported that we have finished all of the scheduled Parent Nights and high school awards ceremonies. The advisors are reaching out to their students who have not yet enrolled for summer or fall classes.
- Carrie Davis reported that May was spent wrapping things up at her high schools and completing some last-minute registrations.
- Teale Betts reported on the new Welding Dual Credit class. We have 26 high school students interested in this class, but the class will only be able to take 15 students. We have received grant money to pay the tuition for this class and we will offer book and equipment loans to the students. She and Kristy Stephenson are trying to find a way to reimburse the high schools for their costs for this program.
- Teale also reported that they are still working on the other dual credit schedules with the high schools. The Dual Credit Equity Grant allows us to purchase books for some of the high schools and to provide uniforms for the CNA students.

b. Possible Summer event

- Kyle Smith reported that he has a full day of activities scheduled for his athletes on July 8, 2024. This will be his only chance to have them together before they come to campus in August.
- The team is kicking around ideas to bring students to campus sometime between when they register in the spring and when they begin classes in August. Summer activities mentioned included esports, fishing, outdoor volleyball, disc golf and pickleball. The team decided that, with summer just around the corner, it is a bit late to start planning an event for this year so we are looking at doing something virtually using Scavify or a similar app.

c. Recruiting ideas for next year

- The team discussed the possibility of cutting back on high school visits. Carrie Davis mentioned that a weekly visit is not necessary for some of our district high schools.
- The team talked about finding a way for students to be able to ask questions anonymously, whether through a link from a QR code or the use of a chat bot. Financial Aid is using a chat bot that can be turned on and off, depending on their availability.
- Kevin Hunsperger offered to provide information to the high schools if we are able to be included in their emails, newsletters, TVs, bulletin boards, etc.
- Mindy Reach is looking for ideas for new items to put on our table when we attend college fairs. The team discussed using

an image of Bernie's head with SCC information printed on the backside.

IV. New Business

There was no new business to discuss at this meeting.

Adjournment

A motion to adjourn was made by Kyle Smith, with a second by Teale Betts. All voted in favor and the motion carried. The meeting adjourned at 3:04 pm.

The next meeting will be held on Wednesday, June 26, 2024 at 1:30 pm in H2090 and via ZOOM.