Recruitment and Enrollment Team Minutes
December 4, 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		Melissa Luttenbacher
√	Mandy Palmer		David Davis	√	Maggie Calcaterra
√	Kyle Smith		Teale Betts		Jeff McGoy
√	Mindy Reach	√	Virginia Chamness		

I. Call to Order

The meeting was called to order at 1:31 pm by Carrie Davis, Chair. A quorum was present.

II. Approve Minutes of October 23, 2024 meeting

A motion to approve the minutes of the October 23, 2024 meeting was made by Mandee Trowbridge, with a second by Mandy Palmer. All voted in favor and the motion carried.

III. Items for Discussion

a. Monthly reports and updates from team members

- Kevin Hunsperger attended the American Marketing Association's Higher Education Symposium. One of the things discussed was using more students and alumni as influencers. They also discussed targeting middle school students on social media. He also attended a session on tracking non-traditional students. He also reported that the new Allied Health and

Nursing video has been released on social media. It has aired on FOX23 and KFVS12. The Arizona State University alliance announcement is going out today.

- Kyle Smith contacted the high schools in Ballard, McCracken and Livingston Counties about monthly visits with their seniors.
- Mindy Reach reported that Keyarra Blissett has talked with Sikeston high school to help with FAFSA completion and hopes to hit the other Missouri border county schools.
- Carrie Davis reported that she has all of her Honors Escrow students registered for Spring classes. She has been working on scholarship applications at all of the high schools. She did a Lunch & Learn at Cobden where she talked about scholarships, admissions applications and answered general questions. There were more students in attendance than last year. She is also getting more student participation from AJ High School this year.
- Mandee Trowbridge has begun putting on financial aid for Spring so everything should be ready when students come in for books after the holiday break.
- Mindy also reported that the list of students who have not registered for Spring has been run and distributed to the advisors so they can make contact with them.

b. Parade Policy – updates

- There were no parade policy updates to discuss at this meeting.

c. Recruitment of nontraditional and veteran students

- Kevin reported that there are plans for a Veterans Recognition between the basketball games on Saturday, January 25, 2025. We will have a presence that day with a table set up in the lobby with registration and program information.
- Maggie Calcaterra suggested having a Meet & Greet at restaurants or coffee shops in our communities where we can meet with nontraditional students to provide information on our programs and registration.
- Mandee suggested we increase the number of scholarships we have for nontraditional students.
- Mandee also suggested we have a Rummage Sale to bring people to our campus. Proceeds could be donated to Bernie's place or scholarships. Kevin suggested we may be able to work with Erin King and piggy-back on her annual car show event in May.

d. Recruiting at local businesses

- Mindy suggested we take SCC swag bags to businesses in our district to give to the owners and talk about what their needs are, whether it be CPR or OSHA training, food service sanitation, etc. This may be something Melissa Luttenbacher in Workforce Development may want to try.

IV. New Business

Mindy received an invitation to a recruitment event in Du Quoin. Mandy Palmer is taking the invitation to Elizabeth Wheeler to see if she wants to promote our OTA program at this event.

Adjournment

A motion to adjourn was made by Kyle Smith, with a second by Gabe Nuokye. All voted in favor and the motion carried. The meeting adjourned at 2:18 pm.

The next meeting will be held on January 22, 2025 at 1:30 pm in H2090 and via ZOOM.