



Recruitment and Enrollment Team Minutes February 26th, 2025 / 1:30 p.m. The Beach/ Zoom

Chair: Mandy Palmer and Carrie Davis

Roll Call:

<input checked="" type="checkbox"/>	Carrie Davis	<input checked="" type="checkbox"/>	Eric Howard	<input checked="" type="checkbox"/>	Gabriel Nuokye
<input checked="" type="checkbox"/>	Kevin Hunsperger	<input type="checkbox"/>	Mandee Trowbridge	<input type="checkbox"/>	Melissa Lutzenbacher
<input checked="" type="checkbox"/>	Mandy Palmer	<input checked="" type="checkbox"/>	David Davis	<input checked="" type="checkbox"/>	Maggie Calcaterra
<input type="checkbox"/>	Kyle Smith	<input type="checkbox"/>	Teale Betts	<input type="checkbox"/>	Jeff McGoy
<input checked="" type="checkbox"/>	Mindy Reach	<input type="checkbox"/>	Virginia Chamness	<input type="checkbox"/>	

I. Call to Order

The meeting was called to order at 1:34 pm by Carrie Davis. A quorum was present.

II. Approve Minutes of January 22, 2025 meeting

A motion to approve the minutes of the January 22, 2025 meeting was made by Mindy Reach, 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

- Mindy Reach reported that Navigate 360 will be going soon. Training for recruiters is about to begin. This is going to be a huge help to the recruiters.
- Carrie Davis continues to visit her high schools. The student ambassadors have also visited some of the high schools and attended SCC basketball games.

- Mandy Palmer has been busy getting Kids' Camps set up for this summer.

b. Marketing Ideas

- The team will work with Melissa Luttenbacher to create a list of businesses by county. Melissa will visit the businesses to offer training opportunities to them, while the recruiters will visit them to offer our programs. Recruitment visits will take place over the summer when the recruiters are not visiting high schools.
- Carrie suggested we work with a bakery to create a custom Bernie cookie to take with printed literature to the local businesses.
- Kevin Hunsperger suggested we trade services with the bakery. We can promote their business in exchange for discounted rates on cookies. It may be more cost effective to have a platter of regular cookies with just one Bernie cookie on top.

c. Summer Recruitment

- Jeff McGoy provided checklists that he used at SIU for his incoming freshmen and transfer students. We can update this to fit our needs and send them out to stay in contact with new students over the summer.
- Carrie suggested we plan a couple of small events over the summer, such as a disc golf tournament.
- Kevin suggested we promote the "National _____ Days" that fit our mission over the summer via social media. Students could post pictures and then vote for a winner to win prizes.
- Kevin also suggested we have weekly social media contests or a social media scavenger hunt.

d. Ways to involve past students

- Kevin is in the process of gathering names of former students to create an Alumni Association.
- Kevin reported that a scholarship luncheon is being planned for April 26. The scholarship donors/sponsors and scholarship recipients will be invited to attend.

e. Recruitment of nontraditional and veteran students

- This is part of the Marketing Ideas discussed earlier where the recruiters plan to visit local businesses over the summer.

f. Recruiting at local businesses

- This is part of the Marketing Ideas discussed earlier where the recruiters plan to visit local businesses over the summer.

IV. New Business

There was no new business to discuss at this meeting.

Adjournment

A motion to adjourn was made by Maggie Calcaterra, with a second by Mindy Reach. All voted in favor and the motion carried. The meeting adjourned at 2:45 pm.

The next meeting will be held on Wednesday, March 26th, 2025 at 1:30 pm in H2090 and via ZOOM.