



Recruitment and Enrollment Team Meeting Minutes May 28, 2025 / 1:30 p.m. The Beach/ Zoom

Chair: Mandy Palmer and Carrie Davis

Roll Call:

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

I. Call to Order

The meeting was called to order at 1:39 pm by Carrie Davis, Chair. A quorum was present.

II. Approve Minutes of March 26, 2025 meeting

A motion to approve the minutes of the March 26, 2025 meeting was made by Kyle Smith, with a second by Teale Betts. All voted in favor and the motion carried.

III. Items for Discussion

a. Monthly reports and updates from team members

- Kyle Smith reported that he attended his high school award ceremonies.
- Melissa Luttenbacher reported that the Highway Construction Management class had 9 graduates and 8 of those are joining the Laborer's Union. This is the largest number from any of the classes we've had so far to join the Laborer's Union. She went on to say that none of them wanted to enroll in any summer classes, but she will be in contact with them to see if they will enroll in at least one class this fall.
- Carrie reported that she has been completing her high school registrations and is excited to report that we are getting a larger

number of seniors from a couple of her schools than we normally do. She also attended all her school award ceremonies and scholarship nights.

- Carrie reported that the new Ambassadors have been selected for the new school year.
- Carrie informed the team that she has gone part-time and will no longer be doing high school visits or working with the Ambassadors. She will continue to co-chair this team.
- Carrie explained to the team that our scholarship awards have changed but students must have a 2.0 GPA in order to qualify. The Foundation Scholarships are related more to the students' program of study rather than their GPA. The problem is getting students to apply for scholarships.
- Virginia Chamness reported that she has received many calls over the last several weeks from parents wanting to get their high school seniors enrolled. They claim to not be aware of our weekly presence in the high schools, the Parent Night events, or the Registration Days we hold in their schools. Communication with the high schools seems to be the issue. Kevin Hunsperger wants to revisit the idea of our putting messages on their digital signs/internal TV's.
- Mandy Palmer reported that the extension centers have been working on the Kids Camps for this summer. Many of them are filling up and have waiting lists already.

b. Marketing Ideas

i. Cookie cost

- Daniel Kineman made a cookie cutter for us. Kevin talked to a couple of bakeries but they didn't think their dough would work with our design. We might be better off doing a printed cookie or a maroon and gray cookie in a box with a Bernie sticker on it. We will need to see how much money Recruitment has in the budget for next year before final decisions are made.

ii. County businesses

- The recruiters will go out to visit businesses to promote our medical programs and truck driving, while Melissa will go out to promote workforce training.

c. Summer Recruitment

i. Events to prevent summer melt

- There was nothing new to report this month.

ii. Community events

- Kevin is meeting with Dr. Taylor tomorrow to discuss a community-wide event to celebrate our HLC accreditation findings. He anticipates a June event.
- Melissa Luttenbacher suggested having a family movie night with popcorn on the back lawn or Ed Center and extension

centers. Kevin added that there are trademark/copyright issues with movies and can get costly. Most fees run \$250 - \$500.

d. Ways to involve past students

- With the plans for improvements to the ball fields, Kyle would like to do an alumni night for our former softball players. Kevin said we have done a 50-year basketball championship reunion and a volleyball 20-year reunion that was not successful. Kyle suggested doing an alumni reunion to get more participation. Kevin said he was able to get more alumni contact information at graduation and now we need to plan more events to focus on alumni. There are a lot of ideas going around campus to bring alumni back to campus. He suggested we could piggyback a recruitment event for alumni on the disc golf tournament that is taking place in October, 2025.

e. Recruitment of nontraditional and veteran students

- This is part of the **Marketing Ideas, Summer Recruitment and Ways to involve past students** discussed earlier.

f. Recruiting at local businesses

- This is part of the **Marketing Ideas** discussed earlier.

IV. New Business

There was no new business to discuss at this meeting

Adjournment

A motion to adjourn was made by Teale Betts, with a second by Kyle Smith. All voted in favor and the motion carried. The meeting adjourned at 2:45 pm.

The next meeting will be held on Wednesday, June 25, 2025 at 1:30 pm in H2090 and via ZOOM.