

I. Wenda Tan

Strategic Enrollment Committee

October 6th, 2014, 3:00-4:30pm

II. Discussion Items:

- a. Updating enrollment- student contact and communications
- b. Vision and priorities for enrollment and retention
- c. Workgroup objectives team progress reports

III. Items of Interest to the Student Cabinet and/or SAC:

- a. North Seattle College is trying to find ways of tracking new enrolled student.
Communication with students is mostly through email, but students fail to receive it because emails appear in the spam or junk mail. North is trying to follow south that has a software package which makes it easier to send to students' inbox and also tracks how many emails or links are opened.
- b. The most important item of interest to students of North is class schedule. Surveys conducted conclude that the most popular time of class for students is 9.00 am to 11.00 am and the least popular time of class is in the evening. This is because students have their job outside and are willing to take morning classes and popular teachers conduct lessons in the morning. However, the lack of space for classroom makes it impossible to have more classes in the morning. So SEM committee suggested making linking classes, increase online or hybrid classes allow early registration for evening classes or start class earlier at 6am. North is also trying to find ways to increase full time students. To increase enrollment and retention, SEM suggests that students need to take a 15 credit classes to be fully funded (certificate included) instead of 10 credits.
- c. Arranging the new people to different SEM objective workgroups:
Goal 1: increased target enrollment
 - Increase overall headcount of students of color
 - Increase headcount of students who attended high school the previous academic year

- Increase headcount of students with some college, no degree or certificate

Goal 2: increase student achievement initiative points per student

- Increase student retention Q1 to Q2 for students intending to stay at least two quarters
- Increase student retention Q1 to Q2 for students who planned length of stay is uncertain
- Increase the percentage of upper ESL students passing college level courses within three years.