

PBC Strategic Enrollment Management Committee

MEETING AGENDA

Wednesday, March 13, 2019

Building 8 - Room 119

9:00 – 10:00 a.m.

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| **Agenda Item** | **Discussion Lead** | **Time Allotted** |
| **Re-Cap of Previous Sessions** * College for Working Adults – James/David R.
* Early College and Dual Enrollment – Tammy
* Priority Engagement Program (new PEP) – Max
 | Dean CarranzaVPI Tammy RobinsonDean Hartman | 10 |
| **Distance Education*** Enrollment in Distance Education
* Distance Education course success rates
* Characteristics of Online Students
* How do we determine what to offer online?
* How will the new, online (115th) college impact Canada?
* Strategic thinking: what are our values? How do they impact our decisions when it comes to online education?
* Opportunities for growth and improvement
* Marketing
 | Tammy Robinson, VPILezlee Ware, DE Coordinator | 40 |
| **NEW Standing ITEM: Campus-wide Outreach and Community Plan**Cañada’s Local Area Recruitment Group to propose how we might develop a campus-wide outreach (and communications) plan and weave it into the SEM Plan. This should include ideas for engaging faculty in outreach and communications. | Myra Arellano and Marisol Quevedo | Next Time |
| **Next Steps & Items for Future Meetings*** Next Steps on DE Strategies
* Campus-wide Outreach
* Guided Pathways – key strategies emerging from inquiry phase
 | * Myra and Marisol
* Char Perlas & Maureen Wiley
 | 10 |
| **ADJOURN** |  |  |