

PBC Strategic Enrollment Management Committee

MEETING AGENDA

Wednesday, April 24, 2019

Building 8 - Room 119

NEW TIME: 10:00 – 11:00 a.m.

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| **Agenda Item** | **Minutes** |
| **International Students**  Kathy Kohut  International Student Program Director | Kathy Kohut presented slides.  Data and program is only for F-1 visa holders (note, we also have other, non-immigrants, on campus – J-1, etc)  7 out of 12 units must be at Cañada. Federal law requires that 9 out of 12 units must be Face to Face and no more than 3 units can be online.  Most popular majors: Business, STEM (CS), Design majors.  **Target Markets:** Au pairs who are here on a J-1; SVIEP students; F-1 students who transfer to Cañada from our sister colleges. The au pairs tend to find us by word of mouth.  **Reasons they come to Cañada:** for majors only we have (such as the design majors); people have family in the area who sponsor them or with whom they can live; CSM or Skyline students who can’t get the classes they need. The STEM Center is a draw. Transfers from other colleges in the region – sometimes students just want a change. Foothill and DeAnza are our major competitors – and they’ve had an international program much longer than we have.  KK tries to articulate that “small” is good – students can get personalized attention. But some students don’t come because we are small.  Dedicated counselor – case management every other week  Student Ambassadors  **Challenges:** Name recognition. Our name really confuses people. They think we’re in Canada.  **Opportunity:** A hybrid program where year 1 is offered online and year 2 is on campus. Makes it more affordable. |
| **Campus-wide Outreach and Community Plan**  Myra Arellano and Marisol Quevedo  Cañada’s Local Area Recruitment Group will lead an effort to align campus-wide outreach (and communications). | Mayra discussed an approach to gathering information from all programs/functions who are doing outreach to understand what they are doing so that her office can begin to align and leverage our resources more effectively. She will send out a data collection tool shortly. |
| **ADJOURN** |  |