Enrollment Management Committee Agenda
Thursday, May 12, 2011
10-11:00 a.m. Winlock Lounge

New Enrollment Management Committee Charge: EMC oversees enrollment to achieve and maintain target level, FTES. The Committee will do this by tracking students’ characteristics and outcomes and by reviewing the development of the various recruitment programs.

1. Approval of the April Meeting Notes

2. Baseline Research: Data and Reports – Rebecca Tillberg

3. Academic Affairs/Student Services/ Administrative Services Report
   a. Preliminary discussion Y12/13 Enrollment Management Plan
   b. Student Services Positive Attendance Collection

4. Marketing and Advertising Update
   a. Marketing Campaign for fall ’11

<table>
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<tr>
<th>EMC Meetings Dates</th>
<th>Spring 2011: January 13, February 10, March 10, April 14, May 12</th>
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| Important Registration Dates | Summer: Priority April 11-13  
Continuing: April 14-May 8  
New & Returning: May 9 |
|                     | Fall: Priority May 2-4  
Continuing: May 5-30  
New & Returning: May 31 |