**AGENDA**

**Enrollment Management Working Group**

**November 13, 2012**

**Corbett Conference Room**

**Meeting Time: 1:30 – 3:30**

1. **Announcements/Updates**
2. Scheduling Update – Ken
3. Update on policies promoting student success/advising – Peg
4. **Topic:** Marketing & Communications **/** Brand Strategist

**Time:** (1:30 – 2:30)

**Attachment:** None

**Background:** There is a desire/need to build HSU's brand/reputation in support of student recruitment, employee recruitment, philanthropy and grant-seeking. Marketing & Communications will be seeking advice from a consultant to help narrow down options, develop an implementation roadmap and ensure limited dollars are spent most effectively.

**Action:** Discuss the approach and key questions that a consultant will be asked to address.

1. **Topic:** Revised Enrollment Management Plan

**Time:** (2:30 - 3:30)

**Attachment:** Revised Enrollment Management Plan

**Background:** We now have a redline version, draft, and summary of changes to review. It is important to get this revised EMP out to campus as soon as possible.

**Action:** Finish reviewing the documents and disseminate.