**AGENDA**

**Enrollment Management Working Group**

**October 14, 2013**

**CCR**

**Meeting Time: 1:00 – 3:00**

1. **Announcements / Short Discussions**
   1. Map Works update – Jacque
   2. UDirect and UAchieve Update - Jacque
   3. Census numbers – Jacque
   4. EAB Student Success Collaborative – Bob
   5. 90-unit holds – Clint
   6. Block Enrollment – Should we pursue for next year?
2. **Topic:** Recruitment Priorities - Peg

**Time:** 1:30 – 2:15

**Attachment:** None

**Background:** Develop written Annual Recruitment Plans based on a thorough understanding of the profile of successful HSU undergraduates, as well as a complete understanding of successful recruitment strategies.

-Focus outreach efforts on target markets in CA most likely to graduate in four years.

-Focus out-of-state recruitment efforts on markets most likely to attend and graduate in four years.

-Develop relationships and articulation agreements with targeted community colleges.

-Review and re-focus marketing materials to be appropriate for target markets.

-Leverage all available scholarships/financial aid to support recruitment efforts.

**Action:** Discuss and provide input on this plan.

1. **Topic:** WASC Interim Report

**Time:** 2:15 - 2:30

**Attachment: URL for draft report**

**Background:** Our Interim Report is due to WASC on November 1. This report charts our progress over the past three years on the specific recommendations made in the reauthorization letter we received from the Commission after our Educational Effectiveness Review visit in 2010, and it identifies the timelines for relevant actions that are still underway. Please pay particular attention to those parts of the report that outline actions and timelines for achieving inclusive student success and for using assessment results to improve student learning.

**Action:** Discuss information in the report and provide input for revisions.

1. **Topic:** Catalog Revision - Bob

**Time:** 2:30 – 3:00

**Attachment:** None

**Background:** I would like to discuss revising the catalog to clearly show the number of units required for graduation in each of the majors and options. I am thinking of a uniform format that shows all-university requirements, prerequisites, number of units with and without double counting all-university requirements and then number of units in the major, with different options.

**Action:** Discuss the merits of this proposal.