

# Strategic Enrollment Management (2019-2020)

## Meeting Notes

**NAME OF COUNCIL/TEAM:** Strategic Enrollment Management (2019-2020)

**OBJECTIVE OF MEETING:** Establish sub-teams to take on portions of the SEM Final Report

**DATE:** 09/16/2019

**TIME:** 1:30pm

**LOCATION/ROOM #:** CTL

**CALL-IN NUMBER:**+1 669 900 6833

**CALL-IN CODE:** 935 082 857

**FACILITATOR(S):** Kale Braden, Dyne Eifertsen

**TIMEKEEPER:**

**ASSISTANT:** Kevin Porter

**MEMBERS PRESENT:** Charles Braden, Dyne Eifertsen, Douglas Herndon, Dianne Meador, Kevyn Montano, Kevin Porter, Tyler Rollins, Kathryn Sorensen

**SUPPORTING RESOURCES (ITEMS READ IN PREPARATION FOR AND/OR BROUGHT TO MEETING):**

**UPDATES AND BRIEF REPORTS:**

Topic	Person(s) Responsible	Notes
Ad Astra Platinum Presentation from 9/11/19	Kale Braden/Dyne Eifertsen	<ul style="list-style-type: none"> <li>- Ad Astra consultant Patrick Cain visited ARC last week to present information and answer questions from the project team and deans in attendance.</li> <li>- This was the first time the team has seen Ad Astra predictive data in addition to the 5-year historical data we've had access to previously</li> </ul>
Google Team Resource Folder	Kale Braden	<ul style="list-style-type: none"> <li>- Team will use a Google shared drive to house agendas, audio, working documents, and other resources.</li> </ul>
Structure of SEM Final Report Draft: Structure is based upon Pathways Team final report. Deliverables broken into 8 sections/appendices. Recommendation section tied back to Deliverables.	Kale Braden	<ul style="list-style-type: none"> <li>- Draft final report shell has been started. Some content has already been added; team will further develop and expand content over the course of the semester.</li> <li>- Final report will contain three primary sections -- overview of charter deliverables, recommendations, and detailed appendices tied to each specific deliverable.</li> <li>- Lead provided updates on the status of the team's eight charter deliverables.</li> <li>- Team hopes to submit to Student Success Council some report deliverables/appendices early, as they are completed.</li> </ul>

**ACTION ITEMS:**

Question	Person(s) Responsible	Notes and Decision(s)	Next Steps
How should we structure teams to work on each of the SEM Final Report: Deliverables A through H (Appendix A-H)? What external resources (work groups, connections to college offices/departments, additional research, etc) is needed for each appendix/deliverable? Which appendices might we deliver to the Student Success Council before the final report is submitted?	Kale Braden/Dyne Eifertsen	<ul style="list-style-type: none"> <li>What external resource(s) are needed for each appendix/deliverable?</li> <li>- Example models from other schools of how to they set WSCH/Productivity goals.</li> <li>- Assistance from others across campus, including experts in marketing/communications, financial aid, registration,</li> </ul>	<ul style="list-style-type: none"> <li>- Team members will sign up for sections of the draft report they would like to work on. Leads may assign additional team members to groups as needed.</li> <li>- Team encouraged to</li> </ul>

		and equity. - Student focus groups. - Ad Astra software updates to add functionality around permissions, scheduling workflow, etc	think about which deliverables can be finalized sooner than later; to be discussed at next meeting.

**DISCUSSION ITEMS:**

Question	Person(s) Responsible	Notes and Next Steps

**ITEMS FOR FUTURE CONSIDERATION:**

Topic	Contact Person
How can team provide guidance and/or training for Platinum Analytics users in data interpretation and ethics of data use?	Kale Braden
Develop criteria to define different types of class sections in relations to maximum class sizes.	Kale Braden
Marketing efforts (e.g., Beaver Bites, direct outreach to departments/chairs) to introduce Strategic Enrollment Management and Platinum Analytics to campus community	Kale Braden

**OTHER INFORMATION:** Team near ready for Platinum Analytics link to be shared through ARC Insider website