

Marketing & Outreach Committee (MOC)
Meeting Minutes
Tuesday, March 9, 2004

Members in attendance: David Fonken, Loretta Edelen, Tyra Duncan-Hall, Kathleen Christensen, Sandra Gaskin, Patty Scogin, Bonnie Spanogle, Ron Brey and Christopher Vinger, plus Dahlia Anzaldua

Not in attendance: Cile Spelce, Linda Kluck, Donetta Goodall, Mary Hensley, Sharon King, Mike Midgley, Mary Harris, Luanne Preston, Ziv Shafir, Val Cantu, Andrew Saldana, Laura Hague and Cassandra Mattes

Sandra Gaskin reported that in addition to advertising in the regular credit course schedule that CE has implemented new methods of advertising to the public. Enrollments are up this semester.

Patty Scogin reported that a list of current high school seniors in the local Austin area was purchased from American Student List Company (12,268 students). The purchase agreement allows us to make two mailings from the list. Congratulatory graduation letters and a fall course schedule will be mailed to each student. The letters mailed will include steps to enroll and core curriculum information. Patty will provide a cost analysis at the April meeting.

The committee reviewed data indicating that a significant number of students who begin the application process never go on to enroll for classes. After some discussion, the committee recommended that "acceptance" letters be mailed to new students from the Admissions & Records office after the application process is completed. Kathleen Christensen will share this recommendation with staff from Admissions and Records and the IT Department and report back at the next meeting.

Kathleen Christensen presented a DRAFT Enrollment Analysis report she and an ad hoc committee have been working on. The report addresses a question raised at an earlier Board of Trustees meeting. MOC committee members commented and recommended suggestions. Kathleen will work with Steve Kinslow before the report is made final.

Kathleen Christensen initiated a discussion about the need for the College to develop an enrollment management plan. No consensus was reached and the matter was tabled until the April meeting.

Christopher Vinger reported that OIE is developing a measure to show student demand during registration. Christopher is working with the University of Texas to see if their 14 credit rule is affecting enrollment at ACC. It was also reported that there are more students in Williamson County taking classes at ACC than there are students in our taxing district taking classes at Temple College. This was Christopher's last MOC meeting as he is leaving ACC at the end of the month.

The next MOC is scheduled for April 13th from 1:30 – 3 pm. Room TBA.

Topics will include presentation made by Patty Scogin regarding Master Plan proposals that may need feedback or input from MOC; recruitment plans and cost projections for mailing letters and fall course schedules to high school seniors; as well as costs for mailing acceptance letters to newly admitted students.

What else?

Attach copy of DRAFT the includes changes made by MOC