

Strategic Enrollment and Retention Steering Committee

September 13, 2024

10 – 11:00 a.m.

- I. Welcome
- II. Approval of August meeting minutes
- III. Welcome Charles Heidelberg, Director of Recruitment & Outreach
- IV. Action Team updates
- V. Marketing Update
  - a. Enrollment/Retention Campaigns and Events Discussion
- VI. IR Update (DM)
  - a. MCCSSA – Community College Enrollment Review
- VII. Strategic Priority 2: New aligned metric
  - a. Developing strategy to *“Decrease the % of new students not successfully completing at least one credit in their initial term of enrollment at the college.”*
- VIII. Other

[Strategic Enrollment and Retention Plan](#)