

## Strategic Enrollment and Retention Steering

Committee February 27, 2025

2:00 - 3:00pm

- I. Welcome
- II. Approval of January Meeting Minutes
  - a. [January 23, 2025](#)
- III. Marketing Update (ED)
  - a. [March 2025 Important Dates for Faculty](#)
  - b. Sprout Social
    - i. [1.23.25 - 2.23.25 Post Performance](#)
  - c. [Advance Education Presentation](#)
- IV. IR Update (DM)
  - a. [Enrollment Report](#)
- V. Update on Strategic Priority 2: New aligned metric
  - a. Goal: Developing strategy to *“Decrease the % of new students not successfully completing at least one credit in their initial term of enrollment at the college.”*  
*18% by 2026, base 20.6%*
  - b. [Early Alert / Roster Verification Application Integration](#)
    - i. SDS (Advising and Counseling / Recruitment and Outreach) and Retention and Completion have committed to piloting this initiative
    - ii. IT has been provided with request
- VI. Looking Ahead - March
  - a. Action Team Updates (BH, CH)
    - i. Will discuss at March meeting to create plan for S25

b. Follow Up on Batch Cancellation (ED and DM)

i. Will discuss at March meeting

VII. [Strategic Enrollment and Retention Plan](#)