

## **LC State President's Council Summary of February 27, 2023 Meeting**

President Pemberton shared enrollment trend graphs showing spring semester data. She emphasized the need to continue our efforts to grow enrollment and asked members to share the information with their units and colleagues.

Director Logan Fowler gave a marketing presentation on the market landscape, LC State positioning, new initiatives, and ad campaigns. There has been tremendous effort in intentional marketing, not only in-state, but regionally. The efforts in marketing and advertising invite individuals to seek out and learn more about LC State, but it is still the high-touch, personal interactions that turn inquiries into actual students.

Senior Vice President Andy Hanson shared the importance of advising, especially in the context of retention. The steps and approaches used to retain students is just as important as the steps we take to recruit students to LC State.

Dr. Hanson also reported that there is a renewed effort to determine transfer credits for permanent equivalency or one-time equivalency. For veterans with military credits, LC State accepts up to 32 credits for military experience; 16 credits transfer as elective credit, and the remaining 16 can be reviewed for possible course equivalency. ACE (American Council on Education) provides recommendations for military courses/duties gained in service for their correlation to vocational, lower division, upper division, or graduate credit.

Council members shared one take-away/observation from the Fall 2022 Student Survey.