

LC State President's Council Summary of October 25, 2021 Meeting

FOCUS – ENROLLMENT

PRESIDENT PEMBERTON: Info Items & Updates

- COVID updates:
 - Delta variant is dominant variant in our community, as evidenced by wastewater reports; however, cases are stabilizing
 - Our protocols are working; there are over 70% of employees and approximately 40-50% of the general student body either vaccinated or exempted
 - Wearing of face coverings will be in effect through January, but administration will keep tracking and assessing
 - Certain large air volume areas/spaces (i.e., big lab areas in CTE bldg.) will pilot “mask optional” because the space is so large and the ability to social distance is easily accommodated.
- Next Council meeting will be the holiday meeting on Dec. 6

ACTIVITY: Census reports with enrollment and retention data were handed out. Council members divided into groups to examine and discuss data. A spokesperson from each group then reported to the general group about one interesting finding they found in the data.

Ways to partner:

Logan – let him know of marketing opportunities; i.e., certain target audiences, spotlighting interest areas, etc.

Laura Hughes – use marketing for recruitment; higher ed is competing with the job market, so consider flexible classes outside of normal hours

Grace – integrating data into our Colleague system requires that everyone has the same definition for input of data. Differing definitions results in different answers when pulling reports.

Assignment: Enrollment focus.

Using enrollment data summary and analysis, census data, and information about direct from high school and direct transfers, take back to your unit and discuss. Have the same conversation about ways to partner to enhance recruitment strategies for enrollment growth. Need to create a sense of urgency, and think about how to “move the ball down the court”. Increased enrollment and retention are our goals!