



**Enrollment Management Meeting**

Meeting Date: April 15, 2020

Meeting Time: 8AM- 9AM

Location: ZOOM

Present:

Topic	Information/Action
<p><b>Welcome!</b></p> <p><b>Approval of the March 4<sup>th</sup> notes</b></p> <p><b>New Business</b></p> <p><b>I. Review final draft of SEM Plan</b></p> <p><i>a. Assessment of Plan and recording of outcomes</i></p> <p><i>b. Progress on Target Goals</i></p> <p><b>II. How Is Covid-19 Changing Prospective Students' Plans? Here's an Early Look: <a href="https://www-chronicle-com.siskiyous.idm.oclc.org/article/How-Is-Covid-19-Changing/248316">https://www-chronicle-com.siskiyous.idm.oclc.org/article/How-Is-Covid-19-Changing/248316</a></b></p> <p><b>Discussion of questions:</b></p> <ol style="list-style-type: none"> <li>1. How do we locate and reach out to these students?</li> <li>2. How do we demonstrate that we can provide an environment representing the qualities they are looking for?</li> <li>3. How do we market ourselves in a targeted and meaningful way (personnel, resources, media platform etc.)?</li> <li>4. How do we make sure that we are realistic and honest about what we can offer?</li> <li>5. The demographic make-up of those surveyed seems quite a bit different from the typical COS student. How would that inform our outreach?</li> </ol> <p>Other??</p> <p><b>Standing Items</b></p> <p><b>I. Report to IPB</b></p> <p><b>SEM Timeline:</b></p> <ol style="list-style-type: none"> <li>A. Target date to complete 19-21 SEM Plan: <b>TODAY!</b></li> <li>B. Next plan (to be completed prior to ACCJC Site Visit) 2021 – 2024 Plan.</li> </ol> <p><b>Future Items – Call to Action Items: Taking action!</b></p> <p><b>Adjourn</b></p>	

**Mission Statement**

*College of the Siskiyous promotes learning and provides academic excellence for the students of Siskiyou County, the State of California, the nation and the world. COS provides accessible, flexible, affordable, and innovative education leading to associate degrees, certificates, college transfer, career and technical education, workforce training, and basic skills preparation.*