The Enrollment Management Advisory Committee met Wednesday, April 18, 2007 in the faculty lounge. Those in attendance were Melinda Happoldt, Al Bennett, Jamia Presley, and Lee Barrentine.

The meeting began at 1:00 p.m. and lasted approximately 1 hour. Lee Barrentine gave an update on what is currently being done as far as recruiting and marketing. The committee took an in-depth view at our brochure, schedule, and ad. The committee felt positive towards the idea of having one ad in which we use all year. The only change that was recommended was having the scholarship deadline placed on the ad. Lee also shared with the committee the process of direct mail. The college will be using direct mail this summer. There will be over 17,000 schedules mailed out for support of fall semester.

The committee also discussed *Technical Awareness Day*. The committee would like to see this event scheduled next year if at all possible. Lee informed the members that we would have to look closely at the budget in order to see what we could arrange for 2008. Some of the members expressed concern for not being able to use corporation’s funds or donations for these type events.

The committee felt that overall we are on the right track to increasing our enrollment numbers. The committee would like to continue to see the current marketing program in place, as well as any additional functions that could possibly be added if the budget permits.

Submitted by: Chairperson  Lee Barrentine