

Strategic Enrollment Leadership

🏠 Location: D 121

📅 Date: 05/09/2024

🕒 Time: 1:15-2:30

SELK Meeting Minutes

- I. Attendees: Lisa Chamberlin, Joshua Slepín, Sam Robinson, Lori Peterson, Tessa Kimball, Christy Doyle, Graydon Stanley
Absent: Nick Velluzzi, Melissa Rodriguez, Proxies: Melissa Holecek
- II. Update on Enrollment - Lisa
 - a) Summer enrollment is looking better than in the last couple of years. Not sure of FAFSA awarding in ctCLink and move to headers school impact.
- III. Update on FAFSA – Tessa
 - a) Provided update on the “hurry up and wait” status we are in.
 - b) We brainstormed some ways to help improve the completion numbers including:
 - i) Additional CRM messaging with specific directions for the major hurdles in submission/completion.
- IV. Update on Marketing and Social Media - Michelle Cole, Melissa H.
 - a) Michelle provided updates to the current campaign. Melissa provided updates to the where Social Media is working and issues with it. Everyone is happy about having Danielle Biggs on as photographer and videographer.
- V. Other – Lisa
 - a) SEM Quarterly topics discussion and request for content ideas. Athletics as a lever was one that came up. Lisa will reach out to Athletics for information.
 - b) Discussion to provide feedback to College Council regarding rejoining ATD