**Enrollment Management Council**
**February 27, 2015**

In Attendance: Bill McDonald, Dan Ianno, Heather Kesterson, Jake Mihevc, Matt Fikes, Rich Haubert, Tia Lock, Lew Kahler, Jen DeWeerth, Shahida Dar

## Nano & Technical

There was discussion about two of the six categories identified last meeting:

**What is "nano"?** It covers a wide range from technical to engineering to science. The biggest challenge is to find the elevator or bar stool sentence that allows MVCC people to communicate clearly with the public what nano means as a link between MVCC programs and jobs in the new industry. We don't yet have that marketing message. Our message needs to focus on program/pathway to show: We prepare people for the industry.

**What is a "technical" program?** Does it just mean AOS programs with an element of hands-on (Graphic Arts, Radiologic or is it distinctly STEM? What is the difference between a technician (hands on job) and technology (could include CIS, cyber security, etc.)

Next meeting: Formulate a recommendation to SPC that the following questions should be answered as a critical, timely part of enrollment strategy:

1) What does "nano tech" mean at MVCC?
2) What programs/pathways fall under that heading?
3) How can those degrees be named and presented from a marketing point of view?

## Non-traditional learners

There was continued discussion about step toward meeting the needs of adult learners. There are discussions about programs in business, STEM, and more, all in the planning stages. It is necessary to allow time for marketing and recruiting. Even if there are initiatives already underway, we could make a recommendation to bolster and reinforce those efforts. First we need to see what data Adult Learner Services can currently provide to shed more light on the general input we received on our survey.

## Other Items

The following items from 2/13/15 were not addressed and will need to be picked up at the next meeting:

1) Continued generation of data requests, and follow up to gather that data related to the six areas.
2) Do we need to create a wiki so we can keep track of our work?
3) Do we need subgroups to focus on
   a) The six categories (data followed by recommendations)
   b) Analyzing our institutional processes and making recommendations to improve agility?