
**MINUTES OF THE AUGUST 13, 2009
ROGUE COMMUNITY COLLEGE BOARD OF EDUCATION
SPECIAL MEETING**

1. **Call to Order** – Joseph Zagorski, Chair, called the Rogue Community College (RCC) Board of Education (Board) Special meeting to order at approximately 11:00 a.m. on Thursday, August 13, 2009 at the Table Rock Campus, Conference Room 206, 7800 Pacific Avenue, White City, OR. Due notice was given.
2. **Determine Presence of Quorum** – A quorum of the Board was present including Dr. Zagorski, Pat Ashley, Joe Davis, Tim Johnson, Joe Keith and Dean Wendle. Kevin Talbert was absent due to pre-arranged plans.
3. **Introduction of Guests and Public Comment** – College staff including Peter Angstadt, Kori Bieber, Dan Buck, Curtis Sommerfeld, Denise Swafford, Lynda Warren and Denise Nelson attended. There was no public comment.
4. **Strategic Enrollment Management – General Overview (Peter Angstadt)**

Peter Angstadt explained Strategic Enrollment Management (SEM) will provide long-term enrollment planning for the college. Board member input will be solicited as the process progresses. Peter reviewed student demographic statistics including statistics obtained by RCC and also the Southern Oregon Regional Economic Development, Inc. (SOREDI) – see file.

5. **Strategic Enrollment Management, Power Point Presentation (Kori Bieber)**

Kori Bieber provided a Power Point presentation consisting in part of the following information (see file for hard copy of complete presentation):

What is SEM...

- Begins with an understanding of the communities we serve and anticipates changes to those communities/populations
- Examines institutional mission and goals, modifying them if necessary
- Coordinates campus-wide efforts in marketing, student recruitment and retention, tuition pricing, financial aid, academic and career counseling, and curriculum reform.

Discussion occurred regarding a priority enrollment system. It was determined there are many facets to the issue which would require more detailed discussion.

The RCC Strategic Plan is informed by several specific plans, including SEM.

- Academic Plan
- Recruitment Plan
- Retention Plan
- Facilities Master Plan
- Budget Realities
- Strategic Enrollment Management Plan

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Enrollment Goals – Not one, but many. Goals may also vary by RCC campuses and will be multivariate.

Components of SEM

- Characteristics of the institution and community
- Institutional mission and priorities
- Curricular and program development
- Methods of program delivery
- Optimal enrollments (number, quality, diversity)
- Institutional marketing
- Student recruitment
- Student fees, financial aid and scholarships
- Career counseling and development
- Academic advising
- Quality of campus life and facilities
- Student retention

SEM is not...

- A quick fix
- An organizational structure
- A financial dream
- Separate from the Academic Plan
- An admissions and marketing strategy

Why is it time for SEM...

- To use data and data routines more effectively towards increased accountability and strategic planning (current objective)
- To understand and impact student retention
- To assist in the development and articulation of an Academic Plan
- To assist in the development and articulation of a Marketing and Recruitment Plan (current objective)

Kori reviewed the number of local high school graduates registering for the first time at RCC, Fall 2008/09 and the number of enrollments in Academic Skills courses for the 2008/09 academic year. She also provided retention rate percentages (see file). RCC students have the highest GPA's at the Oregon University System level when compared with other community college students.

What next...

July – Committee chairs will draft guiding SEM documents, identify existing data points, identify committee membership

August/September – Website presence will hold start-up work for in-service use and recruitment, yearly meeting times TBD.

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October – Kick-off meeting will establish SEM outcomes, timelines, and 09/109 goals.

6. Break – 11:45 a.m. to 12:10 p.m.

7. Strategic Enrollment Management Action Plans (Kori Bieber and Dan Buck)

Dan Buck explained recruitment efforts included participating in 150 different events last year. Over 2,000 new contacts were made at high schools (not including the number of contacts the college is unable to obtain demographic information on.) The Morris Foundation funding helped bring new students into RCC Technical programs. A good program has been developed with Brighton Academy in Grants Pass. The most challenging issue for local area high schools is transportation. This fall, RCC instructors will be teaching RCC classes at Ashland High School. With other programs, RCC students will use SOU dorms starting next year. Board member Pat Ashley worked closely with Kori Bieber to coordinate a tour of Table Rock Campus for superintendents and high school principals in her district. Other Board members will get involved with this as well and plan to conduct tours. Pat Ashley will help guide this process. RCC just recently had a successful launch of the remote Compass test. The American Graduation Initiative was briefly discussed. The 2+2 program was explained. This program has been very successful at Grants Pass High School and RCC is close to have this coordinated with South Medford High School as well. The RCC catalogue, and the need to keep printing the catalogue, was discussed. Not many catalogues go to waste, in fact, they are used by many, including high school counselors. Joe Zagorski suggested the schedule should have more information like the catalogue. Tim Johnson explained there are still rural areas within our district which do not have internet, cable, cell phone service, etc. RCC Veteran's centers and services were briefly discussed. Electronic campus tours are now available online.

Board members thanked Kori Bieber and Dan Buck for their presentation and requested to receive an invitation to any pertinent meetings regarding SEM.

8. Old Business – Dr. Zagorski asked about the status of the Facilities Master Plan. Lynda Warren responded by saying 2 firms responded to RCC's request for proposals and will be interviewed soon. Regarding the current strategic plan, RCC will have a site visit on 10/23. It is possible some Board members will be asked to participate.

9. New Business

A. Discuss Topics for November and March Special Board Meetings (work sessions).

Dr. Zagorski asked Board members to give this thought.

B. In-service will be held the week of 9/21. Denise Nelson will forward a schedule to all Board members. The college will not be closed.

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10. Board Round Table – N/A

11. Adjournment – The meeting adjourned at 1:20 p.m.

Respectfully submitted,

Denise Nelson, Assistant to the President and Board of Education

Board Action: Approved

Joseph Zagorski, Ed.D., Chair, RCC Board of Education

Date: September 22, 2009
