

Strategic Enrollment Management Core Group Meeting

April 3, 2015
12:00 p.m. – 1:30 p.m.
Room C-211

Attendance:

Naydeen Gonzalez-De Jesus	Magali Muniz
Joe Cavaluzzi	Carmen Martinez-Lopez
Mike DiBartolomeo	Christine Gillespie
Larry Hlavenka	Susan Barnard
Denise Liguori	Jennifer Reyes

1. SEM Plan - Connection to College Branding

Dean Mike DiBartolomeo opened the meeting continuing the discussion from the previous meeting regarding the Strategic Enrollment Management (SEM) Plan. Goal 1 – *Increasing Recruitment Efforts* – was discussed, which shifted to a discussion regarding College branding. Dean DiBartolomeo raised questions regarding the difference between a “brand” and the current identity of Bergen Community College. For example, we have three distinctly difference locations, but externally we do not create any distinction between them, which can be confusing to anyone who may be interested in the College in the future.

The discussion amongst the group was framed around the need for an identity around the following elements:

- Student Achievements (i.e., national chapter recognition, prestigious foreign language awards, culinary awards, etc.)
- Dedicated faculty
- Diversity
- Career Placement Rate
- Institutional Rankings (i.e., best Tutoring Center nationally, #1 in associate degrees in NJ, etc.)

The group all agreed that there is work that needs to be accomplished in creating a brand for Bergen Community College, but was reminded by Larry Hlavenka, Managing Director of Public Relations, that this is not an exercise that can be finalized by the members of the SEM group, but by all members of the College community.

2. Next Steps

Dr. Gonzalez-De Jesus charged the members of the committee to think about what the elements outside of those listed above that are make Bergen Community College distinctive and unique. Members were encouraged to send suggestions to Dr. Gonzalez-De Jesus electronically.

Next Meeting: TBA