

Strategic Enrollment Management Core Group Meeting

February 13, 2015
12:00 p.m. – 1:30 p.m.
Room C-211

Attendance:

| | |
|---------------------------|-------------------------|
| Naydeen Gonzalez-De Jesus | Magali Muniz |
| Joe Cavaluzzi | Linda Emr |
| Mike DiBartolomeo | Christine Gillespie |
| Larry Havenka | Kate Plessing-Brunnetto |
| Denise Liguori | Jacqueline Ottey |
| Tonia McCoy | Amparo Coddling |
| Jennifer Reyes | Carmen Martinez-Lopez |
| Susan Barnard | Christian Mdeaway |

1. Branding

Dean Carmen Martinez-Lopez conducted a presentation about branding and its importance in positioning the College. Dean Martinez-Lopez then engaged the group in a discussion on branding Bergen Community College. Each group was given examples of branding methods by other institutions. Groups were formed to discuss how the College could work on branding the institution based on various factors that make Bergen Community College unique and distinctive. The two factors discussed were the College's brand and target markets for the institution.

Dean Martinez-Lopez then delegated particular tasks to each group based on six practical action items for marketing Bergen Community College. These exercises are due by the next Strategic Enrollment Management group meeting.

Actions Items:

- a. Christine Gillespie's team is responsible for product and price.
- b. Jennifer Migliorino-Reyes' team is responsible for place and distribution.
- c. Tonia McCoy's team is responsible for promotion.

2. SEM Plan – Creating Measures

Dean Mike DiBartolomeo made a presentation about the Strategic Enrollment Marketing (SEM) Plan. He gave a brief history about the significance of Strategic Enrollment Marketing and how it engages the entire college community and not just admissions and marketing. Dean DiBartolomeo stated that the need for metrics to measure the effectiveness of the goals of the SEM plan was required as a group project to ensure the validity of the plan.

Dean DiBartolomeo also discussed the framework of the Bergen Community College SEM plan, including an overview of the 9 goals that are framed around four main themes:

1. Pre-entry
2. Entry
3. Retention
4. Completion

An exercise was conducted for each group to think about how to create measures to evaluate the overall success of the SEM plan, using Goal 4 as an example:

Goal 4. Implement required activities that are proven to yield positive student success outcomes.

The group came up with methods of being able to measure the success of this goal based on the objectives.

Action Items:

- a. Each member of the group will be assigned a goal that does not relate to their particular function on campus
- b. Each member is asked to provide measures to gauge the effectiveness of the goal

These exercises are due by the next Strategic Enrollment Management group meeting.

Next Meeting: February 27, 2015.