

Strategic Enrollment Management Core Group Meeting

March 6, 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	James Bumgardner
Kate Plessing-Brunetto	Jacqueline Ottey
Denise Liguori	Susan Barnard
Amparo Coddling	Carmen Martinez-Lopez
Jennifer Reyes	PJ Ricatto
Victor Anaya	

1. Branding

Dean Carmen Martinez-Lopez continued her presentation about branding by asking respective team leaders to present on their respective areas regarding how to better improve the branding of Bergen Community College:

- a. Dean Susan Barnard presented for Dean Christine Gillespie on the topic of price. Her team identified areas where the promotion of price could be better disseminated, including print materials asserting the affordability with comparison to other schools, connecting with financial aid more to provide stronger financial aid opportunities, and establishing collaboratives targeting specific programming.
- b. Dean Jennifer Reyes for place and distribution. The main topic of discussion was surrounded around the fact that the college web site – the first point of contact for many students – does not clearly define the multiple locations of Bergen Community College. Even when students visit sites with information on the Meadowlands and the Ciarco Center in Hackensack, the address at the footer of the site is still for the Paramus location. This is one example of the efforts that needed to properly market the College as well as provide information for all the locations.
- c. Dean Susan Barnard's team was responsible for the topic of product. They stated that some main objectives of this area are to: develop student-centered programs based on current or foreseeable market needs, build an advertising campaign around successful graduates explaining their choice to attend Bergen Community College, to promote the uniqueness of the College.

Further Action: Dean Martinez-Lopez stated that further discussion, and ultimately action, must be taken to best position Bergen Community College as an institution that “offers a stimulating, rigorous, and inclusive learning environment.”

2. Program Dashboard Evaluation

Dean Mike DiBartolomeo presented a project that he has been working on concerning the program dashboards for the years of 2011-2013 through Institutional Research. Dean

DiBartolomeo looked at all available programs and created a spreadsheet that color codes programs based on the following criteria:

- Percentage change in enrollment year-to-year
- Percentage change in enrollment over three years
- Overall headcount in the program
- Percentage change in credits year-to-year
- Percentage change in credits over three years
- Overall credit count in the program
- One year retention
- Graduation rate of 2010 majors
- Percentage of 2010 majors that graduated from a different major

A discussion was started on evaluating the data for the purposes of program evaluation. Dean PJ Ricatto request that the spreadsheet be sent to him for further evaluation. Dean DiBartolomeo stated that this project will be ongoing as the information becomes available and is useful for the discussion of programs.

Meeting Adjourned.

Next Meeting: April 3, 2015