Committee Members Present:  Mr. Lee Young  
Dr. Tony Scinta  
Ms. Jan Saulpaugh  
Mr. Kavon Jones  
Ms. Patricia Ring  
Mr. Adeste Sipin  
Ms. Ashley Sylvester  
Ms. Kate Hahn

Committee Members Absent:  Dr. Lesley Di Mare  
Mr. Buster Neel  
Dr. Larry Rudd  
Dr. Gregory Robinson

The meeting began at 3:35 PM

1. **Review Goal 5 strategies and tactics**

The committee discussed the proposed Goal 5 strategies and tactics

**GOAL 5: TO INCREASE RETENTION, PERSISTENCE & GRADUATION**

Nevada State College is committed to providing a challenging and nurturing environment that emphasizing scholarship, teaching, learning and student success. Our mission is to “educate the next generation of professionals who will become the leaders of the State of Nevada.” The institution is committed to aligning its resources for the purpose of enhancing the quality and diversity of the student body, student learning outcomes and student satisfaction to enhance the student learning outcomes, student satisfaction, and the quality and diversity of the student body. These actions will increase student retention, persistence and graduation rates. As a result, the College will be in a better position to exert more proactive influence and control over its current and future student enrollment goals and objectives.

**Therefore, the Enrollment Management Unit (EMU) is committed to the development of an effective enrollment management structure that will improve the effectiveness, efficiency, and focus of the enrollment management plan.** The EMU will utilize technology and marketing strategies to ensure the success of the strategic plan. The EMU will also develop and implement outcome assessment models and effectively utilize the student information system to make data-based decisions.

**STRATEGY 5.1**
Achieve optimum student enrollment by utilizing the student data system to effectively recruit new/former students and retain current student thereby increasing retention, persistence and graduation rate.

**TACTICS**

- Develop enrollment management goals and strategies that improve student experiences and promote academic success.
- Develop and analyze historical admissions reports (by week) to determine admissions trends for new freshmen and transfers by: high schools; community colleges; colleges and/or universities.
- Achieve optimum student enrollment by accounting for: desired student demographics; academic program demands and capacity; facilities; funding matrix; and revenue generating capacity as related to the institution’s mission and core values.
- Use SAT and/or ACT Student Data Reports to enhance the pool of qualified freshman applicants. Utilize the Phi Theta Kappa Community Honors Program to recruit the top transfer students (academically) high achieving transfers.
- Develop an aggressive and contemporary marketing/advertising campaign that highlights the various “benefits and opportunities” available to current and perspective students.
- Utilize the student data system to address the needs/concerns of “at risk” students. Target current enrolled students that are classified as “at risk” to assist them in addressing their “at risk” concerns and/or issues (i.e., poor academic standing, financial concerns, personal challenges, lack of student engagement, etc.,) Otherwise, the student is in jeopardy of losing their eligible to continue enrollment at NSC.
- Utilize the student data system to identify, acknowledge and track high achieving students.
- Increase the informative communications between the Office of Student Financial Aid-Services and Scholarships Office with new and current students to ensure that they are well aware of the various and all students to inform them of programs and services that may help them meet the cost of attending college are available to assist them in meeting the cost of paying for college.
Implement the various recommendations and programs developed by the NSC Retention Committee to address our retention, persistence and graduation concerns/challenges.

Achieve optimum student enrollment by accounting for: desired student demographics; academic program demands and capacity; facilities; funding matrix; and revenue generating capacity as related to the institution’s mission and core values.

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**STRATEGY 5.2**

Increase the level of customer service provided to our students, their parents/guardian and other stakeholders.

**TACTICS**

- Review and assess NSC’s the College’s list of Community College Articulation Agreements and Two Plus Two Agreements to ensure a seamless transition for transfer students to NSC.

- Review and assess the effectiveness and functionality of current institutional/office policies and procedures that impact student enrollment. The objective is to determine the effectiveness and functionality of these policies/procedures in meeting student needs as well as institutional goals and objectives.

- Optimize financial opportunities by reducing institutional cost/expenses in order to generate increase net revenue developing and implementing policies/procedures that improve institutional effectiveness and efficiency. The goal is to increase tuition dollars, and at the same time, reduce institutional cost/expenses in order to improve net revenue.

- Develop and implement programs/services that increase student engagement with the faculty, staff and other students general student body, faculty and staff to enhance access, transition, retention and individual goal attainment.

- Extend the institution’s official office hours of operation for students to meet with NSC representatives: Monday – Friday 8:00 a.m. – 6:00 p.m.; Saturday 9:00 a.m. – 1:00 p.m. The additional office hours will provide greater opportunity for non-traditional students and/or full-time employed students to meet with various NSC representatives to address their needs and/or concerns.
Employ highly qualified, appropriately trained, and experienced staff, faculty, and administrators to develop, implement and maintain, with passion and diligence, the goals/objectives of the strategic enrollment plan that support the institution’s mission, vision, and core values.

### STRATEGY 5.3

Build stronger collaboration between all institutional offices/units and targeted external agencies to gain their support, which in turn will increase the successful development and implementation of an aggressive strategic enrollment plan.

### TACTICS

- Increase collaboration and engagement within the key units and/or offices that impact student enrollment. The synergy created by this action will increase the functionality, efficiency, and success of the EM Unit.

- Develop and maintain strong collaborations and/or partnerships with external stakeholders that support the mission of the college. A successful strategic enrollment plan depends on the creation of strong and effective working relationships with that support the mission of the college and create co-ops, internships, and scholarships opportunities for NSC students.

- Implement a communication campaign to convey the enrollment management goals and objectives to the campus, alumni, and external supporters informing the campus, alumni, and external supporters of the NSC’s enrollment management goals and objectives.

- Clearly articulate the “competitive advantages” of the institution to students, their parents/guardian, faculty, administrators, and external agencies to gain and maintain their active support.

- Maintain “good working relationships” with major feeder high schools, community colleges and workforce development to facilitate the enrollment future students’ agencies to exercise greater proactive influence and control in recruiting and enrolling future students from these external organizations.

The meeting concluded at 4:48 PM