



PBC Strategic Enrollment Management RETREAT

MEETING AGENDA
Friday, January 31, 2020
Building 6 Room 101/102
9:00 a.m. – 3:00 p.m.

Time	Agenda Item	Discussion Facilitator(s)
8:30 a.m.	Breakfast Served	
9:00 – 9:10 a.m.	Welcome & Introductions <ul style="list-style-type: none"> • <i>What is Strategic Enrollment Management?</i> Desired Outcomes from the Retreat <ul style="list-style-type: none"> • <i>Deepen our shared understanding of Cañada's enrollment trends and challenges</i> • <i>Articulate a shared vision for Cañada's future enrollment</i> • <i>Leverage diverse perspectives to refine and affirm the College's emerging Strategic Enrollment Management Strategies</i> 	Tammy Robinson, VPI
9:10 – 9:40 a.m.	Envision the Future	Manuel Pérez, VPSS
9:40-10:20 a.m.	What the Data Tells Us	Karen Engel, Dean of PRIE Alex Claxton, PRIE Analyst
10:20 – 11:15 a.m.	Discussion: How Can Our Vision Match Our Reality?	James Carranza, Dean of Humanities & Social Sciences
11:15 - 11:30 a.m.	BREAK	
11:30 – 12:30 p.m.	Strategic Enrollment Management (SEM) Strategies and Objectives	Karen Engel
12:30 – 1:15 p.m.	LUNCH <i>(please let us know if you didn't receive your Specialty's lunch order via email)</i>	
1:15 – 2:10 p.m.	Aligning Student Support Services with our Emerging Strategic Enrollment Management Strategies	Manuel Pérez
2:10 – 2:50 p.m.	Aligning Marketing, Messaging and Outreach	Manuel Pérez Mayra Arellano, College Recruiter Megan Rodriguez-Antone, Director of Community Relations & Marketing
2:50 – 3:00 p.m.	Pulling it All Together: Next Steps	Tammy Robinson & Karen Engel
	ADJOURN	