Committee on Strategic Planning and Priorities

Meeting Minutes

September 26, 2018

1:30 to 2:50 p.m. | SSB 331

In attendance: Lisa Angeloni, Mosen Auryan, Matthew Bender, Joanne Bateup, Brooke Chlebowski, Connie Hall, Monica Jacobe, Bill Keep, Patty Kou, Rob McGreevey, Janet Morrison, Amanda Norvell, Joe O’Brien, Dave Prensky, Lloyd Ricketts, Patty Rou, Sean Stallings, Mei Zhao

1. Minutes from September 12 meeting accepted
2. Discussion of Strategic Planning “Language”
   1. Bill Keep and Dave Prensky led a short discussion of common language used to discuss Strategic Planning. They focused on the importance of Key Performance Indicators (KPIs), and of looking at fundamental issues that affect the institution rather than operational issues.
3. Presentation on Enrollment Management by Lisa Angeloni, Vice-President for Enrollment Management
   1. Lisa Angeloni delivered a presentation that discussed the key elements of Enrollment Management employed at The College. The presentation focused on strategies used for recruitment and enrollment, and presented data on yield rates for a number of departments and programs. It also included a discussion of strategies used to grow and maintain enrollment in anticipation of the demographic downturn affecting the Northeast.
   2. The discussion of Enrollment Management will continue at the next CSPP meeting on October 10.