

Minutes of the  
Vitalization Task Force  
Enrollment Management Workgroup  
October 6, 2016  
McAfee 1631

Present: Todd Bruns, Greta Dieter, Paul Johnston, Josh Norman, and Jody Stone (chair)

Jody Stone called the meeting to order at 8:05 a.m.

- The group discussed salient points from their session with the EWorx group.
- The group reviewed Mary Herrington-Perry's research summary presentation to the Strategic Enrollment Planning Steering Committee dated November 5, 2012.
- The group discussed the format for getting input from different enrollment management areas. These areas are:
  - Admissions – Kelly Miller and Brittany Tierney
  - BGS – Carrie Johnson
  - Continuing Education – Jeff Cross and Kimberly Redfern
  - Financial Aid – Amanda Starwalt
  - Graduate – Ryan Hendrickson and Lori Henderson
  - International – Bill Elliot and Krishna Thomas
  - New Student Programs – Kimberlie Mook, Echarial Gaines
  - Nursing – Renee Kidd-Marshall
  - OPD – Luke Steinke
  - Marketing – Stacia Lynch and Christy Kilgore
  - Minority Affairs – Mona Davenport
  - Registrar Office – Amy Lynch and Joan Stack

We decided to meet with individuals and pose the following questions:

1. What targeted investments should we make?
2. How can we reduce cost and increase efficiency?
3. What improvements can we make to existing processes?
4. What services or programs can we discontinue or outsource?

The meeting adjourned at 9:55 a.m.

Respectfully submitted,  
Paul Johnston