

**DAWSON COMMUNITY COLLEGE  
MEETING RECORD**

**Meeting:** Enrollment Management Committee  
**Date:** March 5, 2015      **Beginning:** 9:00 a.m.      **Ending:** 10:00 a.m.  
**Location:** Room 123      **Recorder:** Teresa Schulte

**Members Present:** Suela Cela, Kortney Diegel, Tom Reeves, Rudy Stulc and Teresa Schulte

**Members Absent:** John Dershem-Bruce and Jolene Myers

**Also Present:** N/A

**Buccaneer Day:**

Suela reported that Buccaneer Day, which was Monday, March 3<sup>rd</sup>, was a success. 21 of the 28 students registered showed up for the event. Two of the students who did not show up have already rescheduled for personal campus visits. The surveys that the students and parents fill out have not yet been compiled. Suela will report on those at the next meeting.

**Publication Photos:**

Suela and Shane had gotten together to discuss design of our brochures and view books used for recruiting. Because there is not a designated person on campus to take pictures for our publications a webpage has been developed for students to submit photos. To promote student submission Suela is thinking about offering prizes and giveaways. Suela asked if we should open the page for individuals other than just students—employees, parents and community members. The committee thought that would be fine.

Kortney asked how the pictures were being monitored. Can pictures be viewed immediately on our website after submission? No, an email is sent to Suela notifying her of any picture submissions. The question was asked in concern for any “inappropriate” pictures being submitted.

Suela then brought up permission to use these pictures in our publications. What if someone took a picture of Suela and Teresa and it was used in a publication and Teresa does not want to be in our publication and is very upset? What can the college do to protect themselves from something like this happening?

There was a lot of discussion.

- Contact each student in the picture and ask permission. What if we don't know person in the picture?
- Post a statement on the website stating that the picture you are submitting may be used in publications. But that doesn't cover the person who doesn't know the picture is being submitted.
- Suela had developed a media release form a year ago or more that student signed stating that they are on campus and their picture may be taken and that picture may be used in publications. That form is no longer being given to students to sign, because it was thought that it may be planting the idea of a problem.

Tom said he would like to see two things done. First, contact other schools to see what their police and procedures are. Secondly, any policy we consider adopting should be ran through an attorney.

Because we are talking about publications Tom wanted us to know that NRSM102 Natural Resource Conservation Lab has had a name change to Montana Range Plants. If there are going to be any publications with that course listed we are now aware of the name change.

### **Recruiting:**

Suela had recently visited North Dakota high schools. The main intent of the visits were to meet counselors in ND to tell them about DCC. To Suela's surprise the counselors had little to no knowledge about DCC. Everyone was very receptive and pleasant to talk to. She also had the opportunity to visit with some students. One of whom is a recruit of Kortney's. This student has been difficult to recruit because of programs we offer/don't offer. This lead to lengthy discussion about programs. One program that was discussed was Elementary and Secondary Education. A lot of people majoring in Education have started at DCC and transferred to other colleges after two years. (Kortney was able to quickly come up with 12 individuals in our local school system who started at DCC.) There are about four courses that education majors need in their first two years that DCC no longer offers, making it difficult for Education majors to make DCC their first choice. This may be something that should be looked into?

John was on the road last week visiting some high schools. He will report on that at the next meeting.

Suela then told the group that no recruiting letters have been sent out from December to today; no faculty letters, parent brochures or general posters to the high schools. It is not her responsibility to get this done and she wanted the committee to be aware of this.

Yesterday, March 4<sup>th</sup>, Suela went to an Interact Club Meeting at the Middle School. The Interact Club is a subgroup of the Rotary Club. It was great fun, a very receptive group of students. All of the students in the club had been to DCC at one point in time or another and had positive experiences to share. She talked to them about DCC, what we have to offer and Early Start.

Suela will be in Helena the week of March 16<sup>th</sup> and will be visiting high schools along the way.

The Billings West High School Counselor was invited to Wahpeton last summer to attend a two-year college information session. She is now very interested in promoting two-year schools and programs. She has invited representatives from six, two/four year schools to come to Billings West to discuss college in general and their schools. DCC is one of the colleges that she has invited. Suela will be going to Billings West and giving a two hour presentation. She is very excited about this opportunity because high school visits to AA schools have not been very successful in the past.

### **Budgets:**

We will all be receiving an email from Kathleen in the near future concerning budgets and budget requests. If there is anything that committee members would like to see or ideas we may

have in regards to Enrollment Management please email Suela with your thoughts. For example, Suela is going to purchase a backdrop to use for athletic signings/photo opportunities. This will cost around \$500. So, she is going to budget for this. Rudy said that he would like to talk to Tige Vester with BOSS to see if this is something that we could get from there. Tige has always been supportive of the college and has sold us items for cost if they can get it.

**Copley Square:**

Tom asked if anything is being done with Copley Square. Suela said nothing at this time it is not on her priority list. She did get an email from them today and read it to the group. It was in regard to new enhancements made to the program and creating a plan for the early alerts. She went on to say that Shane went to ASB yesterday to propose the Tech Fee increase. ASB approved the fee increase but are not in favor of it supporting Copley. Therefore a different means to funding the program will need to be found. Suela thought that Enrollment Management could support it next year, but after that going back to ASB to have Tech support it.