



**Recruitment and Campus Life Subcommittee
Meeting Minutes**
February 15, 2019 @ 10:00am

I. Call Meeting to Order by Moses Marquez at 10:05 am.

II. Present:

Dawna Ortega-Gallegos – AH/Dental - (Chair) - **Present**
Moses Marquez – Admissions/Recruitment – (Co-Chair) - **Present**
John Noel – Student Body President –
Janice Medrano – Campus Life–
Jesse Gallegos – Public Relations –
Dave Kavanaugh – Public Relations –
Lucia-Vaughn-Gomez – Nursing –
Briana Romero – Café Luna –
Linda Salazar – LRC- **Present**
Martin Garcia – Admissions - **Present**
Laura Salazar – Admissions (Recorder) – **Present**

III. Informational/Discussion Items

1. Retention Plan and Restructuring

2. Recruitment and Campus Life Plan – Phase 1

- i. Goal 1:** Admissions office will work with Institutional Research Director to gain training on collecting and utilizing pertinent data on prospective and admitted students, including updates of application process to be consistent in format. **Update: See slides with meeting date. (Moses Marquez, Martin Garcia, Laura Salazar)**
- ii. Goal 2:** Work with local schools to prepare students for entrance and inform about LCC as early as possible, including Dual credit students. **Update: See slides with meeting date. (Moses Marquez)**
- iii. Goal 3:** Promote positive image of college through social media, community events, radio shows & advertisements, and personal interactions, including improvement of website. **Update: See slides with meeting date. (Jesse Gallegos, Dave Kavanaugh)**

- iv. **Goal 4:** Increase involvement of departments in recruitment strategies, including educating students about potential outcome of completing certificate/Associates
Update: See slides with meeting date. (Laura Salazar)

- v. **Goal 5:** Increase number of events offered to current students and community, track and report number of attendees. **Update: See slides with meeting date. (Janice Medrano)**

- vi. **Goal 6:** Communicate with students regarding campus life improvements needed. **Update: See slides with meeting date. (John Noel)**

- vii. **Goal 7:** Utilize results from Student Retention Survey to make suggested improvements. **Update: See slides with meeting date. (Janice Medrano)**

- viii. **Goal 8:** Utilize tablets to assist in more efficient admissions process. **Update: See slides with meeting date. (Moses Marquez, John Noel)**

- ix. **Goal 9:** Work with IT to develop strategies and market LCC through technology. **Update: See slides with meeting date. (Jesse Gallegos, Dave Kavanaugh)**

- x. **Goal 10:** Track and increase yield rates. **Update: See slides with meeting date. (Martin Garcia, Laura Salazar)**

- xi. **Goal 11:** Develop campus calendar to be updated each year. **Update: See slides with meeting date. (Dawna Ortega-Gallegos, Linda Salazar)**

- xii. **Goal 12:** Develop and implement focused campus tours. **Update: See slides with meeting date. (Laura Salazar)**

3. Subcommittee Assignments/Deadlines

- i. **15 Feb 2019** - Refer to attached slides.

4. Schedule Regular Committee Meeting Times

- i. R & CL Sub-Comm will meet every Friday at 1:00 until March 15, 2019. Email invites will be sent out by end of day today. (Laura Salazar)

5. Reporting to R & C

- i. **15 Feb 2019** - Slides will be updated by each member. They should include details regarding content and be ready to print/present by R&C Meeting date.

IV. New or Follow-up Items for Next Meeting's Agenda

1. **15 Feb 2019** - Slides for ongoing tracking/reporting will be available for all members. Each member will be familiarized with how to access, update, save their updates. All updates will be due the day before the next meeting by 1200. (Laura Salazar)

V. Next meeting Scheduled for - 22 Mar 2019 / 1:00 pm / Dental Classroom

VI. Adjournment of Meeting – 11:00 am