

Student Success Alliance

Meeting Notes

2/13/2018

1-1:50pm NHE 106

Attendees

Alexander Enyedi (co-chair)	Julia Alderson (co-chair)
Lisa Bond Maupin (member)	Rock Braithwaite (member)
Jennifer Maguire (member)	Cheryl Johnson (member)
Dale Oliver (member)	Lisa Rossbacher (member)
Frank Whitlatch (member)	Lisa Castellino (consultant)
Amber Blakeslee (consultant)	Joshua Smith (consultant)
Holly Martel (consultant)	Mary Virnoche (co-chair retention council)
Tracy Smith (co-chair retention council)	Stephanie Lane (co-chair recruitment council)

Notes

- Discussion about changes in strategic enrollment management planning process and the end of the contract with AACRAO
 - [Read more here](#) about AACRAO change
 - Will focus on our core principles and create a unique plan that places social justice and equity first.
- SEM Plan Discussion
 - Recruitment council update:
 - Focused on First time freshmen, Transfer students and increased unit load for current student (recruit internally)
 - Target of 1,400 first time students could be aggressive and will need midpoint milestones
 - Goal of 1,000 transfer students
 - Will line up with available resources and capacity
 - Retention
 - Focused on first time students, first year for transfers, and 2nd to 3rd year persistence
 - Working with strategies and goals at the same time
 - Discussion regarding role of curriculum (particularly GE), optimizing seat availability and leveraging/fully building strategies that are in process now.
 - Notes for retention and recruitment councils available at <http://sem.humboldt.edu/>
- Next Steps
 - Provide feedback on [request form](#) and [rubric](#) prior to next meeting