10:00 a.m.
What is the purpose of this council?
What do we want to accomplish today?
Ground rules for our meetings.
  -Be respectful.
  -Be an active listener.
  -Stay focused on the task.
  -Others?

10:10 a.m.
Review the highlights of the environmental scan.

10:20 a.m.
Categorize the enrollment by various segments.
  Student Type
  Geographic Location
  Major
  College Preparedness

10:35 a.m.
What are three numbers we can nudge?
  Applications
  Intent (active interest)
  Yield (matriculated)
Examples of historical recruitment data.
Discussion of priorities within the data.

10:50 a.m.
Action Items – steps for next meeting.

Next Meeting: Monday, February 12, 2018 – 10 a.m. in SBS 179.
Topic: Choose 3 goals for recruitment and start to discuss tactics.

HSU Missions Statement:
Humboldt State University is a comprehensive, residential campus of the California State University. We welcome students from California and the world to our campus. We offer them access to affordable, high-quality education that is responsive to the needs of a fast-changing world. We serve them by providing a wide array of programs and activities that promote understanding of social, economic and environmental issues. We help individuals prepare to be responsible members of diverse societies.