



**Executive Committee Meeting Minutes
Student Center PDR, Haverhill Campus, November 8, 2017**

Attendees: Frank Dushame, Susan Fichera, Jenny Fielding, Linda Giampa, Gladys Gomez, Lance Hidy, Kathleen Holmes, Lori Johnson, Nancy Julin, Minh Le, Scarlet Melo, Sheila Muller, Linda Buckley

Guest: Daniel Richer, Director of Admissions

Chair Sheila Muller called the meeting to order at 2:03 p.m. Minutes of the 10/11/17 meeting were approved.

Enrollment and Recruitment:

Daniel Richer reviewed the work of the Admissions staff noting that a quick overview of Dashboard will be started in January this spring term with 10 people including faculty and staff reviewing the work of the Admissions office. Five key areas of his department are: to increase applications, to increase the yield of those who apply, to increase dual enrollment students, to focus on readmitting some students who were here but left, and to retain our current students. This semester two campus tour dates were offered each week, one on Lawrence and one in Haverhill. With the assistance of Ashley Moore, the students have the opportunity to work on career inventory. Next Spring, a formal event is being planned to host a Haverhill High Night or Lawrence High Night, where current students can talk to prospective students.

Student Retention:

It was noted how successful the academic coaching program has been, as shown by a control group study which had an 80% success rate. The committee expressed hope that the college would focus more strongly on one area, rather than quickly pursuing other areas in the strive for student retention.

Course Design:

The manner in which the content of courses is delivered to students effects their success rate. There is an international push to look at how we deliver content, using a universal design for learning. How to help those with disabilities is difficult since many students do not register with the learning accommodation center. The Center for Instructional Technology is trying to raise consciousness and give faculty guidelines to redesign courses to reach more students.

Career Counseling:

It was noted by our student representative what area she chose to pursue upon the suggestion of a family member. A faculty member further encouraged her to join the committee, commenting on her communication and writing abilities. The committee again noted how significant is the encouragement of faculty, college staff, or family members to individual students.

Mentoring and a Hub Approach:

Another beneficial approval would be to have gathering areas where students can meet and discuss a thematic approach to courses of study. Events such as the recent Homecoming event can be a means of making our college known to families in the area.

Action items:

- Members will email Sheila with their safety concerns.
- Sheila will invite Cherie Hagen to propose a better communication methodology, using Blackboard.
- Sheila will discuss with Danny Malave and student government on how to approach the taskforce of culture and inclusion.
- Sheila will discuss with Wendy Shaffer any possible grants to better serve our Hispanic community with translation opportunities.

With no further issues, the meeting was adjourned at 3:01. The next meeting is scheduled for Nov. 29 in SC213.

Respectfully submitted by Linda Buckley

November 9, 2017