

ACADEMIC AFFAIRS COMMITTEE

AGENDA

*The Board of Trustees **Academic Affairs Committee** meeting of Columbia-Greene Community College will be held on **Monday, February 24, 2025 in Room 614 at 3:30 p.m.***

Committee Members Present:

Committee Members Excused:

Other Trustees Present:

Others Present:

1. Call to order

2. Request for Approval of the Agenda

Motion: _____; Seconded: _____

Vote: Yes No Abstention(s)

3. Request for Approval of Minutes from the November 2024 meeting

Motion: _____; Seconded: _____

Vote: Yes No Abstention(s)

4. Presentations:

Provost/Senior Vice President, Victoria Walsh; Dean of Enrollment Management, Joel Phelps; Maureen Sager, Director of Marketing and Communications; and Racheal Chubb, Director of Institutional Research, Planning and Effectiveness:

- Rebuilding the enrollment team – one year one
- Refocusing admissions strategy and tactics
- Creation of the Enrollment Strategy Group current work and projects
- Overview of enrollment trends – how we use the data to inform our practice and tactics, as well as to drive decisions across the institution
- What we have learned from pivoting our marketing approach and how marketing data informs our approach
- New initiatives – Ocelot and Artificial Intelligence Tools, SLATE CRM changes
- Adult Learners Market Research and pivoting our student demographic
- LPN Certificate Program

5. Adjournment:

Motion: _____; Seconded: _____

Vote: Yes No Abstention(s)