**Strategic Enrollment Management Committee, 2020-2021**

**Committee Charge:** Work to identify strategic initiatives for purposes of improving enrollment, retention, graduation rates, and the student experience.

**Subcommittee 1: *Starting Out Right***

**Charge:** Establish procedures and processes from recruitment to registration, which facilitate a well-organized and well-defined enrollment process.

**Topics:** Big 5 (Admissions; Financial Aid; Bursar; Advising; and Registrar) process mapping; learning communities; scheduling; readmits; and degree maps

Beverly Brown

Sharon Davidson

Anthony Davis

Kennybel Peña

Yvette Williamson, Lead

Wilkins Cerda (SGA President)

Sameea Belle (added to working group)

**Subcommittee 2: *Data as Our Compass***

**Charge:** Use existing data and identify new data needs to ensure academic programs have the information needed to offer the highest educational experience possible.

**Topics:** Data related to academic program growth; connectivity of curriculum to workforce; transfer articulation agreements, and graduate programs

Maureen Becker, Lead

Derrick Brazill

Vivian Febus

Lori Hoeffner

Ismael Perez

Shawn Williams

**Subcommittee 3: *Destination York***

**Charge:** Identify opportunities and employ mechanisms to elevate the distinctive nature of York College.

**Topics:** Branding; communication with high schools and prospective students; advertising; and recruitment

Aegina Barnes

Jonathan Hall

Dana Trimboli

George White, Lead

La Toro Yates

Brianna Maxwell (SGA)