

Portland Community College Enrollment Management Council

Charter Created: March 2024

Purpose

The purpose of the Enrollment Management Council (EMC) is to take an integrated approach to enrollment planning and budgeting, aligned with PCC values and the strategic enrollment plan. The EMC will be accountable for PCC's enrollment, retention, and student success strategies through a collective problem solving and data-informed approach and make recommendations to the College's President and/or appropriate shared governance group.

The Council will fulfill its purpose through:

- **Accountability:** A system of best practices, procedures, evaluation, and documentation.
- **Collaboration:** Working together to inform and facilitate decision-making through inclusive and purposeful dialogue.
- **Transparency:** Periodic and timely reports and communications to college stakeholders.

Charge

The Council's activities and efforts will focus on supporting the College to operationalize the Strategic Enrollment Management Plan. The EMC aims to apply an equity lens to our charge.

The primary responsibilities of the Council include:

- **Projections and Goals:** Review and affirm future enrollment projections, as well as retention and student success goals for the College with consideration of overall numbers (e.g., head count and total credit/contact hours) as well as student types (e.g., new, returning, prior returning, guest and dual enrollment/early college).
- **Advisory and Strategy Development:** Advise departments and programs in their development of enrollment and retention-related goals and growth strategies.

- **Data Analysis and Dissemination:** Gather, contextualize, and disseminate data regarding PCC enrollment trends, student demographics and economic indicators for the purposes of supporting the College's ongoing efforts to address gaps in enrollment, retention, and student success.
- **Strategy Implementation:** Create work groups charged with the design, development and implementation of strategies intended to assist the College's ongoing efforts to address gaps in enrollment, retention, and student success.
- **Quality and Effectiveness:** Assess the effectiveness, integration and consistency of recruitment, retention and marketing strategies within the scope of the College's enrollment and student success targets and the Strategic Enrollment Plan
- **Communication and Coordination:** Communicate with the College's internal stakeholders regarding the enrollment management efforts.
- **Reporting:** Regularly provide comprehensive reports to the President's Cabinet detailing enrollment management activities, progress towards goals, and strategic recommendations. This ensures that the College's leadership is informed and engaged with the enrollment management efforts.

Authority

The Enrollment Management Council has authority to manage and direct all activities related to college-wide strategic enrollment plan and related enrollment management goals and to advise, consult, and make recommendations to the President when necessary to ensure the successful accomplishment of those goals.

The EMC shall have authority to manage approved funding as they see fit, but approval of funding shall be at the authority of the President.

Membership and Leadership

An effective enrollment management team requires the engagement of specific positions, as outlined in the EMC roster. In some cases, a member, as identified, may be able to serve on a rotating basis. Rotating positions serve

a two-year term and begin on even or odd years as noted. All members have voting rights.

Council members are expected to: 1) attend regularly and be active participants; 2) report the work of EMC to departments and other councils; and, 3) take the lead on initiatives that are under the purview of their job descriptions.

- Associate Vice President, Enrollment Management & Strategy and Chief Enrollment Officer (co-chair)
- Associate Vice President, Marketing & Communications and Chief Communication Officer (co-chair)
- Faculty Department Chair (rotating position, 2-year term, even years)
- Budget Director
- Executive Director, College Relations
- Financial Manager for Operations and Planning (Student Affairs)
- Director, Admissions & Recruitment
- Director, Panther Athletics
- Director, Financial Aid & Veterans Benefits
- Director, Marketing
- Student Affairs staff representatives (two rotating positions, each a 2-year term, one on even years and the other on odd years)
- Pathway Dean representative (rotating position, 2-year term, odd years)
- Program Dean representative, rotating position, 2 year term, even years)
- Director, Institutional Effectiveness

- Strategic Enrollment Project Leads

Each Spring, the Council will vote to appoint or reaffirm the membership roster as needed, and review and revise, as necessary, the EMC Charter.

EMC Meetings

EMC will maintain a regular meeting schedule throughout the calendar year. Meetings will be held monthly, with additional ad hoc meetings based on agenda items and/or time of year.

Agenda Creation

Agendas will be set by co-chairs and sent to members in advance of meeting times. Members may request additional agenda items; the co-chairs will approve, deny, or postpone requested agenda items based on the priorities at hand. Standing agenda items will include work group reports and enrollment and student success goal status updates.

Annual Goals and Assessment

The EMC will submit an annual report of goals, activities and accomplishments to the President's Cabinet. The Office of the President will conduct an annual evaluation to assess the performance of the EMC and the effectiveness and compliance with its established charter.

Charter History

The original charter was approved in 2024.