### ATTENDEES


### GUESTS

### AGENDA ITEM

- 5/14 meeting notes approved with minor changes
- Meeting notes to be sent to Tamra to post on the web

### 1. Review of recurring quarterly tasks for Subcommittee

#### DISCUSSION

Review and discussion of handout on Quarterly tasks for 2013-14

#### CONCLUSIONS

1. Begin discussion of developing enrollment planning and management strategic plan.
   a. Links to University Mission Statement
   b. Eight Shared Commitments, In terms of recruitment
      i. How each subcommittee member’ recruitment work is connected to each commitment
      ii. What does each subcommittee member need to do to support recruitment with respect to each commitment?

### DISCUSSION

- Discussion of mission statement and how recruitment of students can support the mission statement.
- Discussion of campus based scholarships
- Presidential scholarships - offer 50% more scholarships since acceptance is low.
- Tie to financial aid so more students can apply for scholarships
- CSUEB diversity recruitment doing well, retention more of an issue. Freshman class more diverse over last 5 years.
- CSUEB scholarship information now consolidated in UA. Scholarships are a “color blind” recruitment tool
- Promote higher earnings of CSUEB grads and emphasize academic achievement

### CONCLUSIONS

Each college to go over what and how to accomplish strategic goals. Deans to meet separately to discuss items 1,2,5 and 7 of mission statement and refine ideas. Greg to develop a timeline for recruiting higher achieving students, send to all before 6/25 meeting.

### ACTION ITEMS

<table>
<thead>
<tr>
<th>ACTION ITEM</th>
<th>PERSON RESPONSIBLE</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet to discuss mission statement &amp; goals for recruiting (items 1,2,5 and 7)</td>
<td>Deans</td>
<td></td>
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<tr>
<td>Develop a timeline for recruiting higher achieving students</td>
<td>Greg</td>
<td>Send before 6/25 meeting</td>
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