



Mission Statement

With a primary focus on sustaining long-term student success and in accordance with Santiago Canyon College's mission and core goals, the Enrollment Management Committee (EMC) will develop a holistic and integrated approach to enrollment management that supports college-wide collaboration, engagement, creative-thinking and consensus building. The purpose of the EMC is to discuss enrollment strategies and to make recommendations that contribute to student access, recruitment, persistence, completion, and lifelong learning through diverse program offerings.

MEETING AGENDA

November 20, 2019

3:00 – 4:30 p.m.

H-209-4

1. Approval of Minutes
2. Committee reports/updates
3. Resource Request for *Digital/Social Media Marketing and Advertising*
4. Update on PIE statement in Responsibilities
5. Goal 6, Strategy 6b. (cont.)

Santiago Canyon College **Mission Statement**

Santiago Canyon College is an innovative learning community dedicated to intellectual and personal growth. Our purpose is to foster student success and to help students achieve these core outcomes: to learn, to act, to communicate and to think critically. We are committed to maintaining standards of excellence and providing the following to our diverse community: courses, certificates, and degrees that are accessible, applicable, and engaging. (Approved by RSCCD Board of Trustees, 12-04-17.)