

**All College Council  
Agenda  
April 11, 2024, 9:00 a.m. - 10:30 a.m.  
Virtual Via Google Meet  
<https://meet.google.com/cdt-rrxy-cei>**

1. **Welcome**, Sean Mendoza, ACC Chair
2. **Approval of minutes**, All
3. **Marketing Strategies**, Phil Burdick, Vice Chancellor of External Relations
4. **Committee Goals**, All
  - **Review and make recommendations about shared governance and the process of communicating and categorizing decision making**, Jim Craig
  - **Student Success**
5. **Faculty Senate Updates**, Rita Lennon
6. **AERC Updates**, Makyla Hays
7. **Roundtable**

**Minutes: Attendees:** Atheena Martinez, Downi Griner, Edgar Soto, Francine Tupiken Ruelas, James Craig, Makyla Hays, Phil Burdick, Sean Mendoza, Suzanne Desjardin, Will Romanenko

1. **Approval of minutes**, All. Sean Mendoza motioned to approve the minutes. Edgar Soto seconded the motion. The minutes were approved unanimously.
2. **Marketing Strategies**, Phil Burdick, Vice Chancellor of External Relations. Phil Burdick provided [PCC Marketing Presentation.pptx](#). Phil discussed PCC's marketing strategies and recruitment specific goals. The Chancellor's Goals and Strategic Plan call for a 3% increase in Fall 2024/2025 first-day enrollment and 3% increase in headcount, a 3% increase in 2024/2025 Fall applications completed, an increase in Fall Yield Percentage (application to registration) from 40% to 42% in 2024 and 44% in 2025, increasing fall Dual Enrollment students who attend PCC after graduation by 2% in 2024 and 2% 2025. Some of the recruitment challenges include: decreasing high school class sizes nationwide, poor graduation rates in Arizona, (Arizona has one of the worst high school graduation rates in the country), competition from for-profit/online colleges which have much larger marketing budgets, free or nearly free Massive Open Online

Courses, course on YouTube, and not going to College at all due to a strong job market.

From an operational perspective, numerous/diluted ad channels make it difficult and expensive to get consistent messages to various targeted audiences. PCC's advertising channels include print, web search, TV/radio (English and Spanish), outdoor (English and Spanish), streaming TV, streaming audio, geofencing, gaming platforms, text, email, and events. Given the number of advertising channels, it is critical to keep the College's message and branding consistent.

A new area, the Student Recruitment Team, was created through a budget reorganization in June of 2022. So far this fall recruitment season, the student recruitment team has made 29,398 outreach attempts via phone, email and virtual meetings. They are also using new customer relationship management (CRM) software to track leads and do follow-ups. PCC enrollment has increased every semester for the past five semesters.

Edgar asked about metrics for retention and persistence. Phil said that retention is the other half of enrollment and that retention has been flat at the College for the past ten years. Makyla Hays brought up the completion rates not including students who finish AGECE and not the associate's degree. Phil Burdick will ask [Irene Robles-Lopez](#) or Jeff Thies to attend the May meeting to cover this topic.

Student Senator Will Romanenko asked if Pima had an official student ambassador program. Suzanne Desjardin provided feedback from Student Affairs that Pima does not have a program Will was describing, but has a peer mentor program. There are also different units at the College that have student workers outside of federal work study. Jim Craig asked about exploring a student ambassador initiative and have it driven and organized jointly between marketing, student affairs and student life. Suzanne also thought James Palacios and the dual enrollment program could be a part of this. Jim Craig made a motion to explore the ambassador program. Sean Mendoza seconded the motion. The motion passed unanimously. Phil and his team will take the lead on following up with this initiative.

Makyla brought up that some faculty feel recruitment falls on them for smaller programs. For example clinical research with just one full-time faculty are in charge of teaching and program day to day and tasks. Rita Lennon is the only faculty in clinical research. PCC pays for digital search advertisement for some smaller programs, however, Phil says the College has moved away from marketing specific programs which dilutes the time and resources of the marketing staff and budget, to more general College advertising and branding. This change in marketing philosophy has led to overall enrollment growth at the College.

Will brought up a lot of students who are not aware of what Pima offers especially in the smaller programs. Need to have more awareness especially on the website by updating and keeping all information on courses and degrees current.

### 3. **Committee Goals, All**

**Review and make recommendations about shared governance and the process of communicating and categorizing decision-making**, Jim Craig asked to put this on hold pending the Board Retreat on Shared Governance in May. A shared Google Doc has been created to share at the Governing Board retreat as Jim will be the representative for ACC. [Topics & Concerns on Shared Governance from All College Council for May meeting](#)

- Student Success- Edgar Soto brought up retention and that ACC has a lot of influence and how we report. He suggested that we have a guaranteed schedule at each campus so students don't have to travel to different campuses to complete their program, especially if transportation is an issue. He suggested looking at one or two programs per campus. Jim Craig brought up academic affairs and is working on a year-round schedule initiative that will be starting in the fall. Makyla brought up an issue she learned at the Futures Conference from student participants. Students from Sonora have a difficult time speaking to someone from 4500 lines. That is a barrier for a prospective student before they start. There is also the issue of getting a hold of an advisor. Suzanne Desjardin brought up a triage and a continual process of improvement in advising. Another issue is the directory on the website is not up to date and makes it difficult for students to get in touch with the right person. Will brought up always feeling welcomed and friendliness by the West campus staff and not so much at the downtown campus. Suzanne Desjardin will follow up with leadership regarding Will's concerns.
4. **Faculty Senate Updates, Rita Lennon**, Rita Lennon had to sub last minute and wasn't able to attend the meeting.
  5. **AERC Updates**, Makyla Hay, Makyla shared the [AERC to ACC April 2024](#). They are discussing re-organizing the department head structure and compensation appropriately. Two models were sent out right after spring break. Received a lot of feedback. They also discussed the Chancellor search and concerns about hiring a Chancellor over the summer and not having any faculty presence or input for this process. BP.1.25 was approved, and it's a big change on how the College approves final policy. Will Romanenko brought up more communication to students is needed regarding the Chancellor search. Input and more information needs to be put on the website.

- 6. Roundtable-** Down Griner was not able to attend the student affairs meeting last week and Dorothy was her proxy and will follow up with Dorothy regarding that meeting. Will thanked everyone on the All College Council for the changes and initiatives that have been put forward. Student Senator Atheena Martinez will graduate this year and continue her education at the university. She would not have been able to graduate with the help of caring staff and faculty at the College.
- 7. The meeting adjourned by Vice Chair Jim Craig at 10:20 a.m.**