



TECHNICAL COLLEGE
OF THE LOWCOUNTRY

**PROCEDURE: Enrollment Mangement Committee
Number: 1.2.5.9**

Responsibility: Executive Administration
Last Updated: October 10, 2023
Related Policy: 1.2.5 Institutional Committees

President

Purpose:

The purpose of this procedure is to outline the responsibilities and membership of the Enrollment Management Committee.

Procedure:

1. The Enrollment Management Committee will recommend strategies that increase the visibility of the College in the four-county service area, promote enrollment and improve student retention. The committee will maintain an assertive approach toward enrollment to ensure a steady supply of qualified students for the College's programs and to retain students until they meet their educational goals. The committee will monitor market enrollment trends, and evaluate recruitment, enrollment, and retention initiatives and will also evaluate the effectiveness of the enrollment plan and recommend changes as needed. Strategies, in printed form, will be recommended to the President's Cabinet.
2. The membership of the committee will consist of
 - a. Director of Financial Aid
 - b. Director of Admissions
 - c. Assistant Vice President for Marketing & Public Relations
 - d. Three Academic School Deans
 - e. Vice President for Student Affairs
 - f. Registrar
 - g. Associate Vice President for Student Affairs
 - h. One student representative recommended by the Vice President for Student Affairs
 - i. Faculty member from the A&S School recommended by the Vice President for Academic Affairs
 - j. Faculty member from the Business and Industrial Technology School

- recommended by the Vice President for Academic Affairs
 - k. Faculty member from the Health Sciences School recommended by the Vice President for Academic Affairs
 - l. Faculty member from the Culinary/Hospitality School recommended by the Vice President for Academic Affairs
 - m. One Business Office representative recommended by the Vice President for Administrative Services
 - n. One representative recommended by the President
3. The term of membership will be for one year.
 4. The Committee will meet at least quarterly.
 5. The Chairperson will be appointed by the President.