



EWC Board of Trustees Work Session Minutes

Eastern Wyoming College
Tuesday, August 13, 2024 at 4:00 PM MDT
@ EWC Dolores Kaufman Board Room

Attendance

Present:

Members: Randy Adams, Jackie Van Mark, Bob Baumgartner, Doug Mercer, Katherine Patrick, Kurt Sittner, Rick Vonburg

Absent:

Members: Jim Willox

- I. Chairman Van Mark called the meeting to order.
- II. Approval of the August 13, 2024 Work Session Agenda.

Motion to approve the August 13, 2024 Work Session Agenda:

Motion moved by Randy Adams and motion seconded by Rick Vonburg. Motion passed.

- III. Approval of the July 9, 2024 Work Session Minutes.

Motion to approve the July 9, 2024 Work Session Minutes:

Motion moved by Bob Baumgartner and motion seconded by Katherine Patrick. Motion passed.

- IV. Element 451 Presentation (new customer relations management system)

Ms. Gail Bower and Ms. Tami Afdahl presented a PowerPoint presentation and video on the new CRM, Element451. Element451 is the next-generation AI student engagement platform. This CRM will keep students engaged, enrollment high, and the use of staff time more productive. This new program will streamline quick-response forms. It personalizes direct communication in the digital channel students prefer. Every form submission triggers a personalized, relevant, and timely message, an email or text sent is unique to that learner's stage, which identifies needs, and interests, and the student's questions are anticipated, and answered correctly.

- V. Student Enrollment Management Plan/Communications Plan

Mr. John Hansen and Ms. Tami Afdahl presented a PowerPoint presentation on the Strategic Enrollment Management Plan and also distributed a handout to the Board on this plan in detail. It is designed to enhance the institution's capacity to attract, enroll and retain a diverse student body. This plan aims to achieve a 5% increase in enrollment, equating to 50 additional FTE's over the next academic year. Key strategies of the plan include: Targeted Recruitment, which expands educational opportunities to underserved enrollment populations, Enhancement of Student Support which strengthens academic advising, enhancing financial aid processes, awarding scholarships and student engagement programs, Marketing and Outreach campaign, which will be implemented to serve a foundational element of the plans, and Partnership Development with high schools, community and businesses.

VI. Adjournment

Jackie Van Mark, Chairman

Randy Adams, Secretary

Sally Watson, Executive Assistant