

**DELTA COLLEGE
BOARD OF TRUSTEES
DINNER MEETING
February 2, 2016
Delta College Main Campus Room N7**

Board Present: R. Emrich, K. Houston-Philpot, K. Lawrence-Webster, D. Middleton, M. Morrissey, M. Rowley, E. Selby

Board Absent: M. Nash, D. Wacksman

Others Present: J. Badour, R. Battinkoff, V. Bledsoe, T. Brown, W. Burns, P. Clark, T. Clegg, E. Crane, R. Curley, R. Curry, J. Goodnow, T. Gould, L. Govitz, D. Lutz, M. Mosqueda, T. Nadolski, D. Peruski, G. Przygocki, K. Randolph, C. Rowley, K. Schuler, A. Ursuy, Z. Ward, D. Watkins, D. Webster

Press Present: J. Hall (WSGW); G. Horner (Delta Collegiate)

Board Chair M. Rowley called the meeting to order at 5:58 p.m.

M. Rowley turned the meeting over to Russell Curley, Dean of Enrollment Management who then introduced the presenters: Terri Gould, Associate Director of Registration and Records; Zachary Ward, Director of Admission and Recruitment; and Debra Watkins, CRM Technician.

T. Gould noted that the Customer Relationship Management (CRM), Ellucian Recruiter, was purchased by the college last summer and went live in September of 2015. It has streamlined the way students apply to the college. Z. Ward and T. Gould showed what the students see as well as what is seen by staff members.

After a student creates an account and submits their application, within 7 minutes they receive 2 e-mails. One contains their Delta College student ID and the other the name of their admission advisor. All the e-mails are logged into the system allowing for different staff members to see where students are in the process.

Z. Ward noted that there are numerous reports and views that are built into the system and more can be added. Since going live in September there are over 5,000 new records. This is helping to build our prospect pool. We are getting information on prospective students much earlier. This is a great value to our recruitment efforts. This allows staff to send targeted e-mails, communications and mailings based on the information that we have on the student. They are also able to track students at the various events that they have attended, such as College Nights.

The CRM has also been a benefit to the staff. There are reporting tools for each area. Z. Ward and T. Gould noted that they are only using about 10% of what the software is capable of doing.

When talking to other colleges who have purchased CRM's, they noted the average time to fully understand the software takes around 2 to 2 1/2 years.

There being no further business, the dinner meeting was adjourned at 6:42 p.m.

Talisa Brown, Assistant Board Secretary

Andrea Ursuy, Board Secretary