

# ACADEMIC AFFAIRS COMMITTEE

*The Board of Trustees **Academic Affairs Committee** meeting of Columbia-Greene Community College was held on **Monday, February 24, 2025** in **Room 614** at **3:30 p.m.***

**Committee Members Present:** Doreen Davis, Kelly Konsul, Chairman; Maryanne Lee (via zoom), Susan Timan, and Chloe VanWagner

**Committee Members Excused:** Ed Bloomer, Peter O'Hara, and Ned Schneier

**Others Present:** Carlee Drummer, President; Amanda Bishop, Vice President for Administration and CFO; ad Victoria Walsh, Provost and Senior Vice President

**1. Call to order, 3:32 p.m.**

**2. Request for Approval of the Agenda**

Motion: Ms. Timan; Seconded: Ms. VanWagner

Vote: Yes – 5; No – 0; Abstention(s) - 0

**3. Request for Approval of Minutes from the November 2024 meeting**

Motion: Ms. Timan; Seconded: Ms. Davis

Vote: Yes – 5; No – 0; Abstention(s) - 0

**4. Presentations:**

Provost/Senior Vice President, Victoria Walsh; Dean of Enrollment Management, Joel Phelps; Maureen Sager, Director of Marketing and Communications; and Racheal Chubb, Director of Institutional Research, Planning and Effectiveness:

- Rebuilding the enrollment team – one year one
- Refocusing admissions strategy and tactics
- Creation of the Enrollment Strategy Group current work and projects
- Overview of enrollment trends – how we use the data to inform our practice and tactics, as well as to drive decisions across the institution
- What we have learned from pivoting our marketing approach and how marketing data informs our approach
- New initiatives – Ocelot and Artificial Intelligence Tools, SLATE CRM changes
- Adult Learners Market Research and pivoting our student demographic
- LPN Certificate Program

**5. Adjournment:**

Motion: Ms. Timan; Seconded: Ms. VanWagner

Vote: Yes – 5; No – 0; Abstention(s) - 0