

## MEMORANDUM

**DATE:** January 5, 1995  
**TO:** Members of the Admissions Task Force  
**FROM:** Davis Stratton, Task Force Chair  
**SUBJECT:** First task force meeting

The Admissions Task Force will meet from 8-10 a.m. next Tuesday, January 11 in the Bullard Conference Room. Coffee, juice and pastries will be served. Please mark this date and time on your calendar.

During this session, our first task will be to elect a secretary who will primarily be responsible for recording and distributing meeting minutes and for scheduling future meetings.

I would then like to talk generally about the admissions problems we currently face, and get your reactions to a number of issues. Please take some time before the meeting to think about the following questions:

- (1) Why do you think the number of new students being admitted to the college has declined?
- (2) Who do you think our competition is? What do they offer that may be attracting our prospects?
- (3) What would you say are the positive and negative attributes of this institution? What impact are the negatives having on admissions efforts?
- (4) If you were to change three things about this college to make it more appealing to students, what would they be?
- (5) How would you define the mission of this college? How does this compare to administration's view of our mission?

Please come to the meeting prepared and ready to contribute your ideas and thoughts. If you have any further questions before Tuesday, or if an unexpected conflict comes up, call me at ext. 3242. I look forward to working with each of you on this important new task force.

*Public Relations Workbook – Writing & Techniques by Simon and Zappala (NTC – 1996)*