**Academic Senate Meeting Transcript 1-8-2025**

The meeting discussed various topics including committee reports, budget limitations, strategic enrollment planning, marketing strategies, and positive enrollment numbers.

**Agenda Approval**

* The standards committee will not be reporting today and will come back next month.

**Executive Committee Report**

* There were comments about the quality of the recording, so we are using two microphones for better sound.
* Events committee to be meeting soon

**Academic Master Plan**

* They are working on a strategic enrollment plan to gain market share and demonstrate care for the market.
* The budget has quadrupled in the last five years, but funds are still limited and need to be used strategically.
* The marketing focus is on targeting specific demographics and geographic areas, using Google Ads and program-specific advertising.
* There is increased coordination between departments and marketing communications to highlight program-specific offerings.
* Enrollment numbers for the spring semester are 9% higher compared to the previous year, indicating the effectiveness of the institution.

**Additional Notes**

* Collect nominations for commencement speakers, honorary degrees, and ice fair slots and pass them on to Chet Cooper.