

# the Print

Clackamas Community College

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## College combats low enrollment with plan

By Fritz Wenzel  
Of The Print

Declining enrollment and a possible loss of state funding are partly responsible for the formation of a College-wide enrollment management plan.

The program, which outlines broad tactics to increase new student enrollment and maintain existing student retention, has been approved by the President's council and represents some new directions for Clackamas Community College, according to a memo recently issued from the Dean of

Students.

The memo estimates that enrollment for the current school year will decline 11 percent from the 1983-84 school year. Such a decline could cause a reduction of around \$75,000 in state reimbursement funds, and a corresponding loss of tuition at \$600 per student of approximately \$215,000, according to the plan.

Student enrollment at the College is estimated to be between 3,040 and 3,060 for the current year, as compared to last year's 3,450 full-time enrollment

(FTE). (See related story, page six).

The plan calls for product and service improvements, individual recruitment, a targeting of certain citizen groups who have high student-yield potential, holding special events with the goal of maintaining the current level of students for the 1985-86 school year and eventually increasing the number of full-time enrollments to 3,450 for the long term.

Additional budget allocations of \$35,000 for 1984-85 and \$70,000 for 1985-86 have been proposed for enrollment management activities, the bulk

of which will be going toward an advertising campaign, according to the report.

Kevin McMurdo, director of community relations for the College has been picked to head the Marketing Task Force for the enrollment management plan, and is currently attending an advertising seminar in New York this week. Next Monday morning there will be a meeting in which advertising strategy will be discussed, Ken Koopman, community relations specialist said.

### Presidential search

#### Nearly 80 apply for job; screening begins Feb. 18

With just one day to go before the deadline of Jan. 31, applications for the position of Clackamas Community College's president are amounting to between 70 - 80 in number.

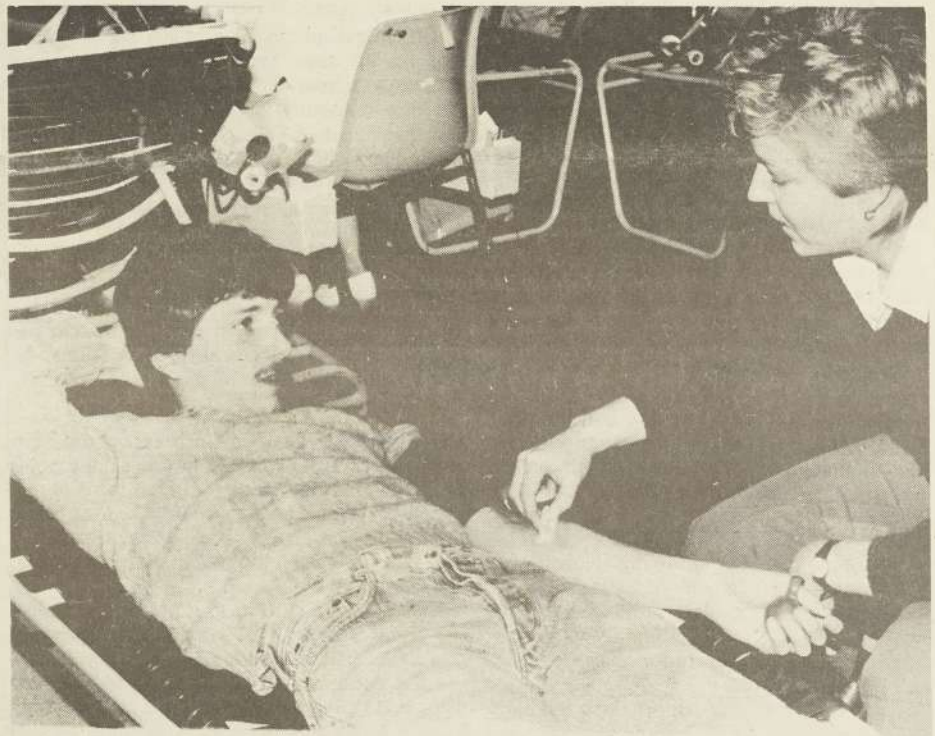
"I would imagine that we're looking at 80 or more (applications as of press time)," Pat Fitzwater, presidential search consultant said. Fitzwater has been responsible for collecting the applications, which are scheduled to be transferred to the College on Feb. 11.

Fitzwater added there have been about 175 inquiries into the position in addition to the completed applications. Since a large amount of replies came in Fitzwater found it necessary to arrange a five-member pre-screening committee, who will select the best-qualified applications to help bring the amount down to a workable number for the College's screening committee and Board of Directors.

All completed applications will still be on hand at the College, however, for both the screening committee and Board members to look over if they so desire.

The members of the pre-screening committee are Tom Gonzales, president of Linn-Benton Community College, Dea Cox, superintendent of West Linn Schools, Shirley Gordon, president of Highline Community College in Seattle, Ron Daniels, president of Blue Mountain Community College and Roger Bassett, executive secretary of the Oregon Community College Association.

The pre-screening committee will have between Feb. 8 and Feb. 11 to select 20-30 candidates, after which the screening committee will begin their own selection process. The screening committee will then recommend between 10-12 finalists to the Board at the end of February.



COLLEGE STUDENT TAKES a breather drive. Approximately 73 units of blood were after giving blood during the Jan. 28 blood collected. Many people had to be deferred due to illness.

Photo by Jeff Meek

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