

University Relations Committee Agenda
May 9, 2022

- I. Welcome (Elana Levine)
 - a. Approval of February 8, 2022 minutes (Committee)
- II. Enrollment Marketing Presentation
 - a. Introduction (Michelle Johnson)
 - b. Enrollment Marketing Overview (Kay Eilers)
 - c. Undergraduate Admissions (Marc Young)
 - d. Yield Efforts in Engineering (Lisa McGovern)
 - e. Yield Efforts in Nursing (Gina Lukaszewicz)
- III. Discussion on Enrollment Marketing (Committee, All)
- IV. Selection of Committee Chair for 2022-23 (Elana Levine)