Guests: Burt Nordstrom; Frank Whitlach; John Capaccio; Steve Ladwig

Topics: Chancellor’s office Decision on Western Undergraduate Exchange (WUE) Students; Impact on our enrollment target; Revenue Issue

EMWG is in agreement that we are going to try to meet (and or exceed, as allowed) our enrollment target, whatever it is at the time. EMWG is also in agreement that our current efforts, including the EMP and program impaction, will suffice in the goal to handle the WUE decision and revenue issues. Any housing issues can be dealt with as they arise but shouldn’t be a significant factor.

Bob will get more information from the CSU on its definition of the 2-year phase in plan.

The only other important concern discussed was marketing. More emphasis needs to be used in our recruiting/marketing campaigns on “branding” HSU, or making HSU a destination university.

Topic: Miscellaneous

Financial Aid – Peg will report back to the EMWG at a later date

International Recruiting – Rebecca will demonstrate International’s new recruiting campaign to the EMWG at a later date