**Admissions Task Force Reports for 2024-2025 School Year:**

**December 13, 2023: MAM Strategy Meeting**

Discussion was had a proposed MAM travel and marketing budget. Potential advertising options were discussed, as were central locations for in-person visits. Five-year goal for program was discussed.

**December 17, 2023: Admissions Travel** Meeting

Proposed travel ideas for 2024 for discussed along with their estimated costs and desired outcomes. Grant and internal budgets were reviewed and preliminary work on admissions goals were outlined.

**January 17, 2024: DMin Strategy Meeting**

Cohort descriptions and enrollment goals were set, advertising budgets and goals were discussed and an overview of current practices and procedures for admission were reviewed.

**February 13, 2024: MAMD Strategy Meeting**

Promotional materials were reviewed as were the current practices and procedures for admissions. Strategies were discussed on highlighting practical applications for degree and as an optional path to ordination.

**February 14, 2024: UMC Enrollment Strategy Meeting**

Strategic planning for both a general admissions strategy and specific connections with particular UMC conferences were discussed. An overview of current practices and procedures for admission were reviewed and current opportunities within the UMC for growth and development.

**February 29, 2024: Admissions Task Force Meeting**

Provided overview of program director meetings and facilitated a round-table discussion on the strengths and challenges of the MDiv. The overview of current practices and procedures for admission were reviewed and goals for fall recruitment were articulated.

**March 13, 2024: Admissions Strategy Meeting**

Provided overview of program director meetings and MDiv roundtable. Reviewed summer travel plans and solidified advertising plans for national and regional denominational gatherings.

**March 26, 2024: MAM Travel Meeting**

Discussed Goals for summer travel plans and began planning fall events. Reviewed promotional material and finalized MAM+ ordination track proposal.

**March 27, 2024: Admissions Marketing Meeting**

Finalized budget for summer travel, reviewed summer advertising expenditures and reviewed budgets for fall and winter advertising.

**March 27, 2024: Admissions Task Force Meeting**

Reviewed updated marketing materials and brainstormed around micro credentialing and increasing both online and traditional mailings outputs.

**May 29, 2024:** Admissions Summer Meeting w/ Dr. McCaw

Finalized specifics of summer travel, reviewed talking points for alumni events, completed preparation for NACCC workshops and coordinated flight schedules

**July 30, 2024: Admissions Strategy Meeting**

Reviewed notes from summer travels and reflected on opportunities presented to us by the connections made over the summer. Reviewed remaining travel and advertising budgets for the remainder of the calendar year. Compared actual enrollment numbers to goal projections and began planning fall and winter events.