



Greenville Technical College Board

Marketing, Recruiting, and Enrollment Committee

COMMITTEE MEETING MINUTES

Wednesday, May 21, 2025

Barton Campus, Administration Building 123, Conference Room 141

Members Present

Jo Hackl
Dean Jones
Ray Lattimore
Ray Martin, Chair
Ken Southerlin

Members Absent

Staff Present

Julie Eddy
Dr. Joshua Friesen
Dr. Matteel Knowles
Dr. Keith Miller
Lauren Simer

Call to Order and Welcome

Mr. Ray Martin called the meeting to order at 9:00 a.m. and welcomed the board and staff members. He announced that, in accordance with the Freedom of Information Act, the press had been notified of the meeting; however, no press members were in attendance. Mr. Martin also confirmed that the meeting agenda was posted on the Greenville Technical College website and that a quorum of board members was present.

Approval of February 18, 2025, Minutes

Ms. Jo Hackl made a motion to approve the February 18, 2025, meeting minutes. Mr. Dean Jones seconded the motion. The motion carried.

Enrollment KPI Update

Ms. Lauren Simer provided an update on enrollment. The college has reached over 100% of its Summer 2025 Enrollment goal and 104% of credit hours. The college has reached 37% of its Fall 2025 enrollment goal and 40% of credit hours.

Introduction of Dr. Joshua Friesen, Director of Marketing and Communications

Ms. Simer introduced Dr. Friesen, director of marketing and communications, who recently received his doctorate in educational leadership from Western Carolina University. Dr. Matteel Knowles served as his advisor for his thesis examining how strategic communications can help improve access to dual enrollment among underserved students.

Dual Enrollment as a Pathway to College Attainment

Dr. Friesen provided an overview of his findings aimed at helping communities and families understand the benefits of dual enrollment including college and staff training in Spanish, translating standard office procedures, communicating the enrollment process and documents, a Bilingual Student Ambassador Program, and targeted community outreach to churches and faith-based organizations. Dr. Friesen noted that the college has strong community partnerships, facilitating outreach to specific communities and allowing the college to host various external educational events.

Old and New Business

There being no new business, the meeting adjourned at 9.57 a.m.