



EDGE Enrollment Committee

Meeting Notes

March 3, 2026

7:30-9:00 a.m.

This is a virtual meeting held on the Zoom platform. The Zoom link is:

<https://us06web.zoom.us/j/83257680297?pwd=syc5yGEXMprxUWmNN9t08VT8QaHKld.1>

Meeting was called to order at 7:30 a.m.

Resultant from the meeting, the following was noted:

1. It was decided to have weekly meetings for the next 3 weeks and decide on the meeting schedule after the 3rd week.
2. Ideas for new enrollment strategies:
 - Demonstrate economic benefits of becoming a EDGE student (i.e. free in-class computers, fees for ASU college credit classes)
 - Committee members to re-post a generic Facebook and Instagram post
 - Place ads in neighborhood newsletter for neighborhoods surrounding both campuses
 - Determine the feasibility of Edge student parent ambassador groups on social media
 - Increase positive student and parent reviews on EDGE website
 - Joint social media posts with EDGE community partner organizations
 - Have EDGE NW students do a video as part of their social media class
 - Contact EDGE community partners about joining the Enrollment Committee
3. Rob explained that traffic at EDGE's website has decreased significantly. The website vendor said that this is due to low video and blog content on the website and a lack of reviews on Google Business pages.

4. Heather Vene volunteered to be the Chair of the Enrollment Committee.

Action Items

1. Rob to create an EDGE Enrollment Committee email.
2. Heather Vene to send out a poll to find meeting dates and times for the next 3 weeks.
3. Steve to contact Intermountain about promoting EDGE to their client families.
4. Steve to reach out to Brie or Amanda at Tu Nitido about joining the Enrollment Committee.
5. Carla to investigate doing focus groups with students on Enrollment Committee strategies to get feedback.
6. Matthew to send committee members neighborhood newsletter examples.
7. Heather Vene to send a general social media post to committee members so they can re-post on their personal sites.

The meeting was adjourned at 8:50 a.m.