

**To:** Administrators Plus  
**From:** Sherry Weber  
**Subject:** Meeting Summary of December 9, 2019  
**Date:** January 9, 2020

**Members:**

Dannie Alexander	Tom Hamann (Absent)	Vic Ledbetter (Absent)	Russ Panico
Rachel Bair	Sara Herrmann	Peter Linden	Evan Pauken
Alisha Cederberg	Patti Henning	Denise Lindsley	Megan Pauken
Deb Coates	Muriel Hice	Amy Louallen	Billy Reynolds
Mike Collins	Aaron Hilliard (Absent)	Brian Lueth	Aaron Snead
Laura Cosby	Sarah Hubbell	Angela Marsh-Peek	Tom Sutton (Absent)
Linda Depta	Rick Ives	Bill McElhone	Barbara Taraskiewicz
Steve Doherty	Craig Jbara	Deb Miller	Louis Thomas (Absent)
Paige Eagan	Kathy Johnson	Kate Miller	Mark Walters (Absent)
	Patrick Joswick	Dan Mondoux	Dr. Washington
		Scott Myers	Tim Welsh
GUESTS:	Lizzie Luchsinger		

- ❖ Meeting summary of November 11, 2019 was approved as presented.
- ❖ Strategic Planning Updates on:
  - Expanded Community Outreach
    - Early/Middle College presented by Deb Coates
    - Kalamazoo Valley Museum presented by Bill McElhone
    - Leveraging Bronson Healthy Living Campus presented by Lizzie Luchsinger
    - Valley Hub presented by Rachel Bair
    - Workforce Development presented by Kate Miller
- ❖ Strategic Planning Update exercise done with the whole Admin Plus group

**PRIORITY UPDATES**

— **International Admissions**

- International Orientation is set for Dec. 18. Expecting five-seven students.
- Received approval to issue M visas for international students to enroll in the Wind Turbine Technician Academy. By virtue of the process, The Groves is now an approved instructional site for international enrollment. Meeting with WTTA shortly to layout admission process.
- Planning an International holiday event to be held downtown on Dec. 19. Details to come, but set to include dinner and tour of downtown lights.
- Received about 3,000 leads from EducationUSA as a result of our participation in the Kazakhstan recruitment trip. Working with Marketing on a campaign to those leads.
- Providing country-specific graduation stoles for students participating in the upcoming commencement. There will be three: Brazil, Egypt and Vietnam

## — Enrollment Management

- Get It Done at TTC was held on 11/20 and had limited success due to technical issues and low attendance. In an effort to encourage returning students to register, an emergency planning committee was formed and created a plan to host the "Time is Running Out" registration week and campaign. The event consists of one-stop-shops at TTC on 12/3 and 12/4 and AWH 12/9. This will also include our second Get It Done event at AWH on 12/5.
- The Enrollment team will take part in a departmental TargetX training on 12/17 at TTC.
- We concluded a November calling campaign to target returning students. The Enrollment team contacted over 1,200 students to encourage them to register for Winter 2020.
- The December calling campaign targeting new prospective students has begun and will include over 800 contacts.
- Enrollment is continuing to partner with Marketing to aid in email, calling and other outreach campaigns to promote enrollment for Winter 2020.

## — Retention

- **Registration Events - "Time is Running Out!"** Two registration events targeting Fall 2019 registered (returning) students occurred on December 3 and 4. In total 240 students attended with 45 confirmed registrations taking place. A number of students also sought out assistance with financial aid, advising, admissions work and payment options. A similar event is scheduled to take place at AWH on Monday 12/9 from 11am-1pm
- **ReUp Partnership Review** ReUp will be on site for our second partnership review on 12/12. We will be reviewing progress to date, enrollment, persistence and other engagement metrics.
- **Student Voices Council** Meetings are ongoing and continue to be fruitful. November discussions centered around program map development, layout and feedback as well as perspective on student registration patterns (i.e. Why do you think students register so late in the semester?). December meeting (downtown and TTC groups together) will take place on 12/16.
- **Target X** Ongoing data integration is underway. Currently working through the development of files to populate fields within Target X prior to retention implementation. Expecting to "go live" with Target X Retention Winter 2020. Additionally, KVCC is beta testing the new retention student success management system, which has some very promising features.