

**To:** Administrators Plus  
**From:** Sherry Weber  
**Subject:** Meeting Summary of November 11, 2019  
**Date:** December 5, 2019

**Members:**

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

- ❖ Meeting summary of October 14, 2019 was approved as presented.
- ❖ New weekly Enrollment Report was presented by Michael Hall.
- ❖ Strategic Planning Updates on:
  - International Enrollment presented by Chris Voss
  - Staff/Faculty Development presented by Aaron Hilliard
  - Inclusivity and Diversity presented by Dr. Washington
- ❖ Strategic Planning Update exercise done with the whole Admin Plus group

**PRIORITY UPDATES**

— **International Admissions**

- Darren Chase just returned from a 10 recruitment trip. Below is a summary of the trip.
  - Visited 3 Cities - Nur-Sultan, Atyrau, Almaty
  - Attended 5 college fairs
  - Visited 2 area high schools
  - Received 213 contact cards completed by interested students
  - We will be receiving a comprehensive list of all students who attended the events in a few weeks.
- Attended country briefing presented by US Embassy Cultural Affairs Officer on 10/29/19.

— **Enrollment Management**

- During the month of October the Enrollment team attended 40+ events, met with 1,000+ prospective students and received 600+ contact cards. The contact cards have been entered into TargetX and those prospective students are receiving direct dynamic email messaging encouraging next steps towards enrollment.

- Group and individual tours have been busy. For the month of October we have had 400+ guests in attendance.
- October 27 – November 1 is the National College Application Week. The Enrollment team have participated in numerous events targeted towards helping students apply to Kalamazoo Valley.
- The Enrollment team is currently partnering with marketing and retention to develop campaigns to help generate Winter registration.

— **Retention**

- Working with marketing on retention strategies including:
  - A quick reprise of some former videos developed by Maestro to push out with the message “register now... classes begin January 6” to all currently enrolled students. This will be a quick 30 second video and will be used in a variety of other ways (social media, etc.).
  - Getting the message to instructors that registration is down and requesting their assistance to get the word out, either via a verbal message, embedding the video on their Moodle page or actually looping the video in class as student enter.
  - Mid semester deans letters are in the works and distribution will occur in the upcoming weeks.
  - Starting a calling campaign this week to all enrolled, not yet registered for Winter. Prioritized students with higher number of earned credits, removed current HS students and students that have already completed a credential with us.
- Continuing to stress the importance of early registration to ReUp, for returning students on their caseload.