

**To:** Administrators Plus (via Zoom)  
**From:** Sherry Weber  
**Subject:** Meeting Summary of November 9, 2020 via Zoom  
**Date:** November 6, 2020

**Members:**

Aaron Hilliard	Dannie Alexander	Louis Thomas	Sara Herrmann
Aaron Snead	Deb Coates	Mark Walters	Sarah Hubbell
Alisha Cederberg	Denise Lindsley	Megan Pauken	Tim Welsh
Amy Louallen	Dr. Washington	Mike Collins	Tom Hamann (Absent)
Angela Marsh-Peek	Evan Pauken	Muriel Hice	Tom Sutton
Bill McElhone	Gail Fredericks	Paige Eagan	Tracy Labadie
Billy Reynolds	Jenny Ott	Patrick Joswick	Trice Batson
Brian Lueth	Kate Miller	Patti Henning	Vic Ledbetter
Cameron Buck	Kathy Johnson	Rachel Bair	
Craig Jbara	Laura Cosby	Rick Ives	
Dan Mondoux	Linda Depta	Russ Panico	
GUESTS:			

- ❖ Summary of September 14, 2020 approved as presented.
- ❖ College Level KPI's were presented for Faculty Success Center, Dean of Business, Industrial Trades and Public Services, Libraries, Learning/Testing Center, Health Careers and Sustainable Food Systems, Early Middle College, Dean of Student Success Services, KVAAP, Liberal Arts, Art and New Media, Math and Sciences, Information Technology, Inclusion and Diversity, Institutional Research, Business Services, Human Resources, KVCC Foundation, and Business and Finance.

**Announcements and Updates**

- Remote Desktop is up and running. IT is still making some tweaks.
- Virtual onsite admissions
- Food Shares has 40 people participating regularly
- Kalamazoo promise is hiring a first year promise coach
- New customized student orientation for returning students
- Work Study is starting up again. Reach out to Alisha if you have a need.
- KVAAP/Transfer event held on 10/16/2020.
- KVAAP has a new advisor starting.
- Virtual Chemistry Day offered by the museum.
- KVCC Nursing program received official accreditation from the Accreditation Commission for Education in Nursing
- It's time for first quarter budget reviews. Jane Otten will be reaching out.
- New COVID Guidance on CARES Act money. Please reach out to Brian Lueth with COVID related costs.
- The college received a grant from the Michigan College Access Network (MCAN) which will allow us to add a full-time College Completion Corps coach.
- Enrollment has been busy reaching out to students who qualify for the Debt Forgiveness Program.
- Student Services has been spreading out students amongst the counselors to create an even caseload.

- We are planning a Drive-thru Graduation on December 20, 2020. More info to come as plans are made.

### **Upcoming Dates and Events for New Enrollment (October-December)**

#### **Futures for Frontliners (\*invite for approved individuals)**

- November 4, 10am-4pm at TTC
- December 8, 12-6pm at TTC

#### **Get It Done (\*public invite including prospective Futures for Frontliners)**

- November 17, 10am-6pm at TTC
- December 1, 10am-6pm

#### **Kalamazoo Area Virtual College Nights (partner with WMU and K College)**

- October 22, 6-7:75pm
- November 23, 6-7:45pm
- December 8, 6-7:45pm

#### **Weekly Virtual Presentations available on our website**

- Futures for Frontliners Info Sessions
  - Prospects can sign up at <https://kalamazoovalley.secure.force.com/events#/search>
- New Application's Next Steps Presentations (Enrollment, ARR and FA)
  - Every Thursday at 2pm

Links will be emailed to new applicants weekly

### **Marketing and Development REPORT**

#### 1. VIRTUAL SKILLED TRADES EXPO

October 1 and October 2

Reach: More than 1,300 Persons

[www.kvcc.edu/skilledtradesexpo](http://www.kvcc.edu/skilledtradesexpo) live until November 1

Promotion of page continues – Videos and Skilled Trades Promotion Continues

#### 2. INFOCUS (Student E Newsletter)

9/22/20 Open Rate: 58.9%

Top Stories Clicked: Virtual Skilled Trades Expo and College FB

10/6/20 Open Rate: 51%

Top Stories Clicked: Second "Eight Week" Courses and "Futures for Frontliners"

#### 3. Futures for Frontliners

Joining with many college collaborators:

- Flyers
- Handouts
- Futures for Frontliners Website Landing Page
- College Website Story
- News Release
- Investigating Website Home Page Button
- Paid Social and Digital Ads
- Organic Social and Digital
- KV Focus (Printed delivered to 180,000 HH): Home delivery O/OB Nov. 2

- INFOCUS
  - KV Focus Plus
  - Futures for Frontliners Provided Video for College Social Media
  - College Yard Signs (Attachment)
  - Incorporation Into Winter Semester Promotional Plans
  - Excelsior Paid Advertising
  - Distribution Through the SW Michigan Advanced Manufacturing Consortium Membership
4. College Videos Production Status
    - Online Classes at Kalamazoo Valley/Winter Semester Enrollment (Gail Fredricks/Marketing/Enrollment Management)
    - Fun” Student Recruitment Videos: Early Stages (Megan)
    - KVM Opening “Orientation” and Promos: Early Stages
    - Smart Catalogue Tutorial: Pending (Sarah)
    - International Student Recruitment Video: (Chris/Megan)
    - FYE: Pre Production (Cheryl Almeda)
    - Updated College Online Orientation Video: UPDATED
  5. KV Focus (Printed Version): To the printer on October 16
  6. Foundation Annual Fund for Student Scholarships Launches November 1.
  7. Bob Badra Educational Scholarship Fund Established, Quiet Phase of fund raising for major gifts has begun.