

**Enrollment/Marketing/IT Meeting
Enrollment/Marketing Breakout
2/15/2021 Minutes**

Present: T. Batson, A. Cederberg, D. Chase, L. Depta, E. Dominianni,
L. Grammel, L. Hall, T. Hamann, R. Hughes, D. Kemp,
E. Pauken, M. Pauken, J. Selmon, C. Taylor, C. Voss

- Review of new meeting format covered by M. Pauken. We are now a committee, with committee members and charter attached to minutes.
- A. Cederburg now has access to the Reconnect roster, sent by the Michigan treasury, of students accepted to the program through self reporting. The current list is of students who do not have a fafsa on file. Currently we have 450 students that indicated a summer start date, with 24 of those on the list currently enrolled. There were 336 students who indicated a Fall 2021 start date and 56 who indicated a winter 2022 start date. An updated roster is sent every Monday.

L. Depta suggested we promote our Tuesday evening hours as fafsa completion Zoom sessions. A. Cederberg agreed, but did not have enough staff to host and staff break-out rooms. M. Pauken offered help from the EM team, but also suggested requesting help from the “fafsa army” of trained employees when EM begins the high school orientation season. The committee agreed an early March start date would be beneficial to students.

- E. Pauken and M. Pauken will be meeting with Promise to determine The best way to connect this population with Reconnect.
- T. Hamann, T. Batson and L. Depta discussed the college’s opportunities to grow our relationship with the Hispanic and Latino communities by sponsoring an event with El Concilio. Specifically, holding the July Art Hop in conjunction with Latino Summer Fest, and featuring Hispanic and Latino artists. The Latino Summer Festival takes place the weekend of July 9, 2021.

T. Batson has agreed to pay the sponsorship fee for the summer festival

L. Depta indicated a need for staff to support the event, especially at the Kalamazoo Growlers baseball game.

- M. Pauken gave Enrollment Management updates

EM partnering with Kalamazoo College and WMU to assist them with students who may not yet be accepted to their colleges, and need a year at Kalamazoo Valley before getting accepted and transferring to their schools.

EM continues to look for ways to build stronger partnerships with both Kalamazoo College and WMU, such as the College Nights we hosted with both colleges this past fall.

- Target X Campaigns

We received a list of 60,000 high school juniors and seniors from MCAN and MACRO with student contacts throughout the state.

Currently working on Target X campaigns for these lists. Considering narrowing down the list to students who showed interest in attending Community College.

Reviewed the current campaigns for Futures for Frontliners, Reconnect and EEC.

- C. Voss gave an update on the Hispanic and Arabic version of the college viewbook, stating that it is approximately 30 days away from completion.