

Enrollment Retention Committee

May 10, 2019
10-11:30 a.m.
TTC 4380

- I. Call to Order
- II. Approval of April Meeting Minutes
- III. Departmental Updates
- IV. Institutional Research Update
- V. Review of Activities & Policies with Enrollment/Retention Implications
 - a. FTIAC Registration Restriction Policy
 - i. Conversation summary
 1. **Action Item** – Review conversation summary, Bring feedback, additions, and/or suggested potential interventions to June meeting
 - ii. Future Discussion --- June 2019
 - b. Balance Cut-Off for Institutional Initiated Course Drops --- June 2019
- VI. Enrollment and Retention Campaign Overview
- VII. Other

Enrollment-Retention Committee Minutes

April 12, 2019

Present: J. Abbott, C. Almeda, E. Bast, E. Bell, A. Cederberg , D. Coates, C. Colella, M. Collins, L. Cosby, L. Depta, E. Dominianni, C. Dunten, P. Eagan, S. Hubbell, K. Johnson, B. Lueth, A. Marsh-Peak, D. Mondoux, N. Nielsen, C. Olson, E. Pauken, M. Pauken, C. Voss, T. Welsh.

Absent: M. Adams, B. Bates, C. Cockerel, L. Cool, S. Hermann, B. Reynolds C. Ross, C. Stroven, L. Thomas, M. Thompson

Call to order

Motion by M. Collins, supported by A. Cederberg to approve the minutes of March 8, 2019 as presented. Motion passed

Departmental Updates

Evan briefly discussed the purpose behind initiating Departmental Updates to the Enrollment-Retention Committee meeting process. He requested that departmental updates be sent to Vicki several days in advance of the monthly meeting to allow compilation and distribution in time for members to review prior to the meeting.

Questions/clarifications re: April Departmental Updates

- April 30 Community Luncheon (E Bast)
 - Event hosting community partners, religious organizations, non-profit groups
 - 11:30 – 1 p.m., AWH 128
 - 28 RSVPs to date; hoping for 50 attendees
 - KVCC Representatives
 - Enrollment
 - Transfer
 - Student Support Services
 - Other departments may be added, dependent upon make up of attendee group
- April 11 email/text to all students dropped for non-payment
 - Open rate = 28%
- Discussion followed re: communication campaign (calling, specifically) referencing “terms/conditions” targeting all students who have balance due on account.
 - Clarified that emails are sent
 - Calling has not been done for several semesters, but can be provided pending reminder to Marketing to review situation
- Post batch numbers from March reviewed
 - Absolute measure of registrations
 - Closer (positive side) to March 2018
- Summer 2019 Registration Campaign
 - Same as 2018
 - Coty requested Summer Pell info and cards for registering for summer

Enrollment-Retention Committee Minutes

April 12, 2019

- Next meeting will include discussion of all enrollment initiatives and review of communication mechanisms with Target X Live

Institutional Research Update

- Enrollment
 - Fall 2019
 - Headcount: down 6.9% v. down 16% in Fall 2018
 - Deb Coates advised that high school enrollments begin 4/15 and continue for 30 days
 - Summer 2019
 - Reports start next week Enrollment number will be temporarily skewed as result; will not be comparing “apples to apples”

Ongoing Policy Review

- FTIAC Registration Restriction Policy
 - Reviewed data presented at March 2019 meeting
 - Reviewed Fall 2017 v. Fall 2018 data for following registration groups
 - Successful completions
 - Students dropping all registrations
 - Fall to Winter re-enrollment by registration timing (3+ weeks, 2 weeks, 1 week, first day or later)
 - Pattern consistent : success rate declines when registration is later in the process
 - Data requested
 - first time dropping v. first time failing
 - Dan will compile/provide
 - From time frame prior to policy’s implementation
 - Efforts continue to identify/pull data
 - Discussion ensued
 - Have not identified why students are waiting to register
 - Need to determine when to reach out to students
 - Possibly between 3 weeks out and 2 weeks out
 - Review interventions and correlate success rates
 - Who v. who did not have intervention
 - Where to devote time/resources
 - Don’t restrict registration
 - Identify commonalities
 - No “one” issue for late registrations
 - Identify who and what the issue is
 - Class presence on first day is critical to learning experience for student
 - Question re: process to remove registration restriction for FTIAC
 - Enrollment-Retention Committee makes recommendation to Cabinet

Enrollment-Retention Committee Minutes

April 12, 2019

- Motion by M. Collins to remove restriction prohibiting FTIAC students from registering for classes after first day of class; support from A. Cederberg;
 - Yea – 16 (majority of group present)
- Concerns with current policy
 - Consistently waived
 - Very complex/convoluted
 - Extremely difficult for staff to explain/students to understand and apply
- Much concern voiced that issue is treating student populations differently
 - FTIACs can't register after first day of class; others can (drop-add)
- Question whether to revise Drop-Add
 - Considerable push back on this
 - Drop-add is national best-practice
 - Numerous, valid reasons for drop/add
- Comments that FTIAC restriction is part of larger issue
 - Identify what needs to be fixed
 - Take sufficient amount of time to review, develop comprehensive recommendation
- Issues/Concerns with Student populations that have special circumstances
 - KVCC not currently prepared
 - Need to identify issue
 - Need to ensure sufficient and comprehensive resources are available
 - If barriers are removed, KVCC must be ready to support students through long-term continuum; should not set up to fail
 - Year-round registration has been successful in some instances
 - If enrolled in more classes (2+) less likely to drop all
 - More 12 week classes would provide more time for intervention/monitoring
 - Developmental classes fill up late, but very quickly
 - ALC developing 2-year gradient of class offerings for conversations with students re: future classes
 - Suggested that FTIACs be required to take FYE class
 - Group agreed, however will need to add more FYE classes
- Question what is national trend? Other institutions with similar policy
 - Members not aware of any other institutions with similar policy
- E. Bell motion to table vote/additional discussion to April meeting

Enrollment-Retention Committee Minutes
April 12, 2019

- Members to forward (ASAP) to Evan/Dan:
 - Additional questions
 - Comments
 - Need for additional data
 - Suggested interventions

ENROLLMENT – RETENTION COMMITTEE

DEPARTMENTAL UPDATES

MAY 10, 2019

ENROLLMENT

- TargetX
 - In the process of building dashboards for the enrollment management profile
Continue building of workflows and templates from Admitted Students through Enrolled (include test scores, NSO, registration, and other indicators).
 - Currently testing importing external data into the CRM via CSV files along with transferring student contact information from Banner.
 - In process of building International Student Portal along with the associated documents, procedures, and workflows that will allow International Students to submit admissions documents online.
 - Building enrollment reports
 - Building templates and communication flows for imported test scores
 - Continuing Testing assigning students to private events on the Events Module.
- Events
 - Get It Done Events
 - July 31 from 4pm-7pm at TTC
 - August 7 from 4pm-7pm at AWH
 - Community Events
 - Kalamazoo Pride Festival: June 8, 2pm-8pm
 - Black Arts Festival: July 13, 12pm-8pm
 - College wide volunteer email sign up for each event will be sent out in a couple of weeks

INTERNATIONAL STUDENT SERVICES

- ISS hosted a dinner for international students on Wednesday, April 24 to meet with Dr. Romeo Philips, professor emeritus and Joseph Bangura, professor, both from Kalamazoo College to network and discuss international education. Twelve students attended.
- ISS is hosting a campus visit from FLAG Int'l on Monday, May 6 with 8 high school exchange students expected.
- A representative from WMU is travelling to the Democratic Republic of Congo next week for recruitment and will be taking our materials as well. Based on their feedback, this may be a trip for us to consider going forward.
- Documents have been submitted to the Student Exchange Visitor Information System (SEVIS) seeking approval to enroll international students in the Wind Turbine Technician Academy. Adjudication for such petitions takes several months.

ENROLLMENT – RETENTION COMMITTEE

DEPARTMENTAL UPDATES

MAY 10, 2019

RETENTION AND COMPLETION

- ReUp
 - next cohort (compiled by IR) to be sent to ReUp
 - The potential enrollment pool started at 6,000+ students
 - comprised of those enrolled at KVCC during the Fall 2017, Winter 2018, and/or Summer 2018 semesters
 - never enrolled or registered for the Fall 2018, Winter 2019, Summer 2019, or Fall 2019 semesters
 - Removed
 - Transfer students
 - awarded students
 - deceased students
 - students in collections/with balance exceeding \$200
 - students with foreign addresses
 - HS students
 - students receiving no grades
 - Still to remove
 - students with over 100 credits
 - students with 62-100 credits and eligible to petition for General Studies, Liberal Arts Transfer or their elected program of study
 - We are finalizing the list but it is likely to include close to 2,500 students.
- Academic Probation
 - Academic probation notification planned to go out via email and first-class mail during the first week of the summer semester
 - Academic standing after Winter 2019 grade roll is as follows:
 - In Good Standing, moved to Academic Warning: 134
 - "Dodged Policy" (<12 attempted credits in Fall 2018, <2.0 cumulative GPA Fall 2018), moved to Academic Warning: 70
 - On Academic Warning, Remained on Academic Warning: 17
 - TOTAL WARNING = 221
 - On Academic Warning, moved to Academic Probation: 67
 - On Academic Warning, moved to Good Standing: 48
- Student Voices Advisory Council
 - Final meeting held on May 1.
 - Dr. Washington facilitated a conversation to gather student input on the Kalamazoo Valley Strategic Plan.
 - Information about SVAC for the Fall 2019 semester will be available soon.
 - The planning committee will convene to discuss the application process and how to best disseminate information gathered by this committee.

STUDENT SUCCESS SERVICES

- See attached

STUDENT SUCCESS SERVICES

UNIT ACTIVITY REPORT - APRIL 01 2019 - APRIL 30 2019

1,055

596

BOOKED APPOINTMENTS

DROP-IN APPOINTMENTS

ADVISING & COUNSELING

	BOOKED APPOINTMENTS	DROP-IN APPOINTMENTS	CLASS VISITS (# VISITS)	CLASS VISITS (# STUDENTS)
ACADEMIC COUNSELING	471	293	5	63
CAREER ADVISING	101	N/A	5	46
PATHWAY ADVISING	106	218		
TOTAL ADV/CNSLG	678	511	10	109

KALAMAZOO PROMISE SERVICES

	BOOKED APPOINTMENTS	DROP-IN APPOINTMENTS
KALAMAZOO PROMISE SERVICES	187	23

EMPLOYMENT SERVICES

	BOOKED APPOINTMENTS	DROP-IN APPOINTMENTS	CLASS VISITS (# VISITS)	CLASS VISITS (# STUDENTS)
EMPLOYMENT SERVICES	21	0		

STUDENT SUCCESS SERVICES

	BOOKED APPOINTMENTS	DROP-IN APPOINTMENTS	CLASS VISITS (# STUDENTS)	
TRANSFER RESOURCES	91	62	160	
STUDENT STRENGTHS	40	N/A	26	
LIFE RESOURCES	9	N/A	N/A	
VETERAN SERVICES	29	0	93	
	#EVENTS		# ATTENDEES	
BROTHER 2 BROTHER	3		48	
SISTER 2 SISTER	1		9	
MULTICULTURAL SERVICES	2		94	
OFFENDER SUCCESS				
	GENERAL #DATES/# STUDENTS	HIGH SCHOOL #DATES/# STUDENTS	PROGRAM-SPECIFIC #DATES/# STUDENTS	TOTAL #DATES/#STUDENTS
NEW STUDENT ORIENTATION		3/157		3/157

STUDENT SUCCESS SERVICES

UNIT ACTIVITY REPORT – APRIL 2019

STUDENT OUTREACH SUMMARY



237 PHONE OUTREACH



350 EMAIL OUTREACH



109 CLASS VISIT (# STUDENTS)

SSS EVENTS [APRIL 2019]

- April 02 Transfer Tuesdays – Michigan Colleges & Universities
- April 08 Pizza for Credits
- April 09 Transfer Tuesdays – Michigan Colleges & Universities
Pizza for Credits
Brother 2 Brother Workshop
- April 10 Brother 2 Brother Networking + Discussion
Pizza for Credits
- April 11 Kalamazoo Adult Ed “College Essentials” Series – Session #1
- April 16 You Did It Luncheon – TTC
Sustainable Food Systems Pathway Advising Day
- April 17 You Did It Luncheon - AWH
- April 18 Kalamazoo Adult Ed “College Essentials” Series – Session #2
- April 19 High School New Student Orientation
- April 23 Brother 2 Brother Workshop
- April 25 Kalamazoo Adult Ed “College Essentials” Series – Session #3
High School New Student Orientation
- April 26 High School New Student Orientation

NEWS & NOTES

**Registration Restriction for FTIAC Students
April 30, 2019**

POLICY

Concerns	Comments	Recommendations	Comments
Convolutd/Complex	Difficulty <ul style="list-style-type: none"> • Staff to explain • Students to comprehend/follow through 	Rescind	
Can be waived	Director of Admissions and/or VP for ISS	Rescind	50% of all requests are moved to the second review; 100% of second reviews are approved
Treats 2 student populations differently	FTIACS v. drop-add process for other students	Rescind	Disconnect: enroll in May, register in August?
		Apply to all students	Tried once previously <ul style="list-style-type: none"> • HUGE hit to revenue • CHAOS in admissions • Negative response from students
Impact on learning experience	<ul style="list-style-type: none"> • First day of class is critical to learning experience • Messaging: “first week of classes is not important” • Faculty issues with late registers • Class availability very limited 	Rescind	
Initial concern re: retention/persistence	No measurable difference of all registrations, FTIACs v. non-FTIACs, in 3 weeks, 2 weeks, 1 week, 1st day or later registrants		

PROCESS

Concerns	Comments	Recommendations	Comments
Student populations with special circumstances	<ul style="list-style-type: none"> • Identify issues • Ensure sufficient/comprehensive resources 		
Late registration Issues	<ul style="list-style-type: none"> • Financial • “Last minuter” • Enroll in May, register in Aug? • Life circumstances • Employment Issues 	Identify commonalities	
When to reach out	<ul style="list-style-type: none"> • Based on data reviewed: best ROI between 3 and 2 weeks out • Success rates decline when registration is later in process 	Use late registration as “indicator,” not registration block	Flag (1 st crse) registrations <2 weeks prior to the semester start; implement proactive support model
	Who did v. who did not have intervention	Review success rates	
Removing barriers	If removed, MUST be able to support long-term Cannot set up to fail		? availability of resources: financial, personnel, facilities

**Registration Restriction for FTIAC Students
April 30, 2019**

SUGGESTED POTENTIAL INTERVENTIONS			
Year-round registration	Successful in some instances		
More 12 week classes	Would provide additional support/intervention time		
Future class information	ALC developing 2-year gradient of class offerings for conversations with students re: future classes		
Additional developmental class offerings	Classes fill up late, but very quickly	Require FTIACS to take FYE	2017-18 FYE classes: doubled + 2016-17 offerings
Move TRS into the education program	<ul style="list-style-type: none"> • Would remove stigma • High schools could pay for class • Not eligible for federal Financial Aid 		

Fall Semester 2019 Communication/Campaigns

May 8, 2019 - Revision

Description	Category	Target Audience	Date of Distribution
High school print ads & Excelsior	Print Marketing	Prospects	Ongoing
Early College, University Center, College Night	Print Marketing	Prospects	Ongoing
KV Focus	Print Marketing	Prospects, Community	Quarterly
Lavoz	Print Marketing	Prospects, Community	Ongoing
Community Voices	Print Marketing	Prospects, Community	Ongoing
NuOpinion Magazine	Print Marketing	Prospects, Community	Ongoing
Home School Publications	Print Marketing	Prospects, Community	Ongoing
HS Visits	In Person Outreach	Prospects	OnGoing, Concludes mid-June
Community Summer Events	In Person Outreach	Prospects, Community	On-Going
Community Events (Fairs, Festivals, Open House, etc)	In Person Outreach	Prospects, Community	OnGoing
Calling Campaigns by Enroll. Mngmt. - Regarding New Student Checklist Items	In Person Outreach	New to KVCC	June-August
<i>Students who need Test Scores, NSO, Register (email & phone)</i>	Incomplete New Student Checklist	New to KVCC	June-August
<i>Students who Need NSO & Register (email & phone)</i>	Incomplete New Student Checklist	New to KVCC	June-August
<i>Students who Need Registration (email & phone)</i>	Incomplete New Student Checklist	New to KVCC	June-August
Prospect Next Steps	Target X, Auto - Prospect and Application Generated	Prospects	ongoing, real time
Request For Information	Target X, Auto - Prospect and Application Generated	Prospects	ongoing, real time
Applicant Started but Incomplete	Target X, Auto - Prospect and Application Generated	Prospects	ongoing, real time
Application on Hold Pending Clarification	Target X, Auto - Prospect and Application Generated	Prospects	ongoing, real time
Completed Application	Target X, Auto - Prospect and Application Generated	New to KVCC	ongoing, real time
Admitted Application	Target X, Auto - Prospect and Application Generated	New to KVCC	ongoing, real time
Search Engine Marketing: College, Sustainable	Digital Marketing	Prospects	Ongoing
Food Systems, Nursing and Allied Health, EDMT, Art & New Media	Digital Marketing	Prospects	Ongoing
Facebook, Twitter, Instagram	Digital Marketing	New and Returning (current) Students, Propsects, Community	Ongoing
Digital Branding for College	Digital Marketing	New and Returning (current) Students, Propsects, Community	Ongoing
Program Specific and General College	Digital Marketing	Prospects	Ongoing
FAFSA Follow up Form (NSO packets)	Financial Aid	New to KVCC	Ongoing, every NSO
Financial Aid Terms and Conditions (Email and Text)	Financial Aid	New and Returning (current) Students	6/24/2019(Mon)
Check your account balance (email and text)	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	Ongoing, every 2 weeks
Tuition Is Due MY Vally Global Message	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	June-July
Tuition Due Email # 1	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	End of June
Tuition DueEmail # 2	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	7/8/2019 (Mon)
You Will Be Dropped TEXT	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	7/12/2019(Fri)
Fall Tuition is Due Today by 7PM	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	7/15/2019(Mon)
Fall Registration Is Closed: 7PM 7/16 - 7AM 7/19	Registration Campaign	New and Returning (current) Students	7/16/2019(Tues)
FALL REGISTRATION RE OPENS	Registration Campaign	New and Returning (current) Students	7/19/2019(Fri)
Fall dropped for non-payment emails	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	7/19/2019(Fri)
Email dropped for non-payment	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	7/19/2019(Fri)

Invitation Post Card Mailed	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	Early July
Email Invitation #1	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	7/1/2019(Mon)
FB custom Audience Targeting Begins	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	7/9/2019 (Tues)
Special FB and Social Promotion Begins	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	7/9/2019(Tues)
Email Invitation # 2	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	7/10/2019(Wed)
Email Invitation # 3	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	7/17/2019 (Wed)
Text Reminder	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	7/23/2019(Tues)
Text Reminder	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	7/25/2019(Thurs)
Text Reminder	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	8/6/2019 (Tues)
Text Reminder	FALL GET IT ALL DONE EVENT: July 25 & August 7	New and Returning (current) Students, Propsects	8/7/2019 (Wed)
Just Need Orientation (Email and Text)	New Students, Outstanding Requirements	New Students	Ongoing
Intake Q5 - Paying (Email)	Retention Campaign	Returning (current) Students	8/6/2019(Tues)
Intake Q7 - Childcare (Email)	Retention Campaign	Returning (current) Students	8/13/2019(Tues)
Still Time to Register Final (Email and Text)	Registration Campaign, Final push	New and Returning (current) Students	8/14/2019(Wed)
Still Time to Register Final (Calling Campaign)	Registration Campaign, Final push	New and Returning (current) Students	Ongoing, 8/15-8/31
Add more Credits (Email)	Retention Campaign, Targeted	Returning (current) Students	8/15/2019(Thurs)
Intake Q4 - Transportation/Bus Pass (Email)	Retention Campaign	Returning (current) Students	8/20/2019(Tues)
Tuition Is Due - Registered But Not Paid (Email and Text)	TUITION IS DUE CAMPAIGN	New and Returning (current) Students	8/26/2019(Mon)
Last Chance to Register and Pay (Email & Text)	Registration Campaign	New and Returning (current) Students	8/27/2019(Tues)
Fall semester starts			9/3/2019(Tues)
Intake Q2 - Program Confidence (Phone campaign & Email)	Retention Campaign	Returning (current) Students	9/10/2019(Tues)
Intake Q8 - Childcare (Email)	Retention Campaign	Returning (current) Students	9/17/2019(Tues)
Intake Q6 - Support (Email)	Retention Campaign	Returning (current) Students	9/24/2019(Tues)
Intake Q1 - Goals (Email)	Retention Campaign	Returning (current) Students	10/8/2019(Tues)
Intake Q3 - Employment (Email)	Retention Campaign	Returning (current) Students	10/15/2019(Tues)
Intake Q9 - Availability	Retention Campaign	Returning (current) Students	10/22/2019(Tues)

Target X (Future)
Incomplete Next Steps Checklist (Test Scores, NSO, Registration)
Test Scores received (ACT, SAT, Other) with no Application
Test Scores received with admitted application
Campaigns: Register Now, Tuition Is Due, Program/Pathway specific interest

TBD
TBD
TBD
TBD