

Enrollment Retention Committee

June 20, 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
- VI. Enrollment and Retention Campaign - Review
- VII. Other
 - a. Financial Aid and TRS Courses

Enrollment-Retention Committee Minutes

May 10, 2019

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

Absent: M. Adams, B. Bates, A. Cederberg, C. Cockerel, L. Cool, P. Eagan, S. Hermann, B. Reynolds, C. Stroven, M. Thompson

Call to order

Motion by M. Collins, supported by A. Cederberg to approve the minutes of April 12, 2019 as presented. Motion passed

Questions/clarifications re: May Departmental Updates

- Academic Probation
 - Academic probation notification planned to go out via email and first-class mail during the first week of the summer semester
 - Emails sent Monday, May 6
 - Policy rolled Friday, May 10
 - 1st-class mail notifications to be sent Tuesday, May 14

Institutional Research Update

- Enrollment
 - Fall 2019
 - Headcount: down 4.9% v. down 7.1% in Fall 2018
 - Credit hours: down 3.2% v. down 6.2% in Fall 2018
 - Summer 2019
 - Currently at 98% of goal which is the “crest;” numbers likely to decline this point forward.
- Late Registration Data Review
 - The “smooth” curve continues;
 - Earlier registration equates to more successful student

Ongoing Policy Review

- FTIAC Registration Restriction Policy
 - Conversation summary
 - Document summarizing conversations to date re: Registration Restriction Policy was reviewed
 - Committee members asked to forward to Evan or Vicki any errors/omissions/additions for the document
 - Should it be necessary, revised document will be distributed

Enrollment-Retention Committee Minutes May 10, 2019

- Members asked to review conversation document and come prepared at June meeting to
 - Continue discussion
 - Finalize disposition of policy
 - Begin development of action plan, based on disposition of policy

- Balance Cut-off for Institutional Initiated Course Drops – Pre Batch
 - Discussion highlights
 - Is there “grace” period
 - Are special circumstances considered?
 - If payment activity (50%’ish) within current semester or immediate previous semester, 10-day hold placed; student will not be dropped
 - Will allow time for
 - additional intervention – financial aid, 3rd party payer info
 - additional payment from student or student can sign up for payment plan
 - If student has a balance from a prior term, they cannot register until balance is paid
 - Current amount \$105
 - When implemented, amount equaled 1 credit hour
 - Nathan recommended raising amount
 - Very small number of students with \$300 or less on account, usually less than 10 students
 - Majority of drops have no payment activity
 - Laura suggested consideration of eliminating an amount totally
 - Suggestion that Financial Services work with Financial Aid re:
 - Appropriate/effective balance amount
 - Potential additional institutional interventions
 - Additional suggestion that Nathan/Alisha/Bob Bechtel investigate report that would identify specific triggers
 - Post-batch discussion
 - Payment plan
 - Students with missed payment are not dropped; late charge applied(by Nelnet, not a KVCC fee)

Enrollment-Retention Committee Minutes May 10, 2019

- Continuing to tighten process
- If student communicates/indicates intent to pay will not be dropped
- Evan asked to be included in conversations re: above
 - If data is in Banner can incorporate into T-X to assist in student interventions
- Mike commended efforts to date, but encouraged continued refinement / improvements
- Enrollment Campaign Timeline
 - Reviewed
 - Majority of communications are to targeted populations re: specific issues
 - “Just need:” Orientation, test scores, etc.
 - Avenues
 - MyValley
 - FB
 - Twitter
 - KVCC Web
 - New Opinion – Hispanic
 - Laura suggested addition of column to track success/effectiveness of current campaigns
 - Dan indicated need to first identify
 - What can be measured
 - How to measure it
 - Consensus was that measurement tool needs to be incorporated into document
 - Linda stated that data re: digital campaigns is available
 - Members to forward any additions/suggestions for incorporation to Evan or Vicki
 - Mike encouraged monitoring results to
 - Determine effectiveness
 - Identify any processes/messages that haven’t been done that might result in better outcomes
 - Discussion re: faculty assistance with communicating targeted messages
 - Tuition due; registration starts, etc.
 - Suggestion to share communication timeline at Seminar Days
 - Suggestion to change screen saver on all computers to reflect timely/important events, issues, etc.

Enrollment-Retention Committee Minutes May 10, 2019

- Enlighten (closed-circuit TV)
 - Per Tim will be discontinued; replaced with KVCC information only
- Other
 - EdFinancial
 - Per Dr. Washington, possible future partner for phone campaigns
 - Balances, etc.
 - Can customize campaign and provide analytics
 - Portal would be co-branded
 - Paid by call v. paid by success
 - CRM recently initiated
 - Need to determine effectiveness
 - Have had more communications in last 3 months than previous 6 years
 - Specific questions/issues
- Student Success Staff Development
 - Resilience: The Biology of Stress and the Science of Hope
 - Incredible impact on Enrollment/Retention
 - Thu, July 25, 8 – 10, TTC 9130
 - Invitation will be sent; info also to be included in next KVCC Focus +
 - RSVP to Ashley Hamilton
- Civitas National Advisory Board
 - Opportunity to submit questions re:
 - Higher ed trends
 - Latest research
 - Innovative strategies
 - Laura to coordinate submission of questions from KVCC
 - Email re: above to follow shortly
- Proximity Reader Pilot
 - AWH 2nd floor
 - To track attendance
 - Will approach faculty re: dual system - manual attendance – for short time to validate devices are working
- Mental Health Workshop: “Handle With Care”
 - Thu, May 23 and 30
 - Part of KVCC staff development offerings
- SARS software integration with ZOOM
 - Will facilitate on-line remote counseling

Enrollment-Retention Committee Minutes May 10, 2019

- Early Middle College
 - Kalamazoo County Enrollment: 110
 - Van Buren Middle College Enrollment: 55 (out of 60); expanded cohort
 - Kudos to Coty Dunten for assistance with Open House
 - Completion Ceremony
 - May 9
 - 72 students participated
 - TY: Marketing, IT, EJ Bast for Student Ambassadors
- June, July, August Meetings
 - 6/20, 7/11, 8/8 due to summer hours

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 | | |
| Telephone calls | Enrollment Management | <ul style="list-style-type: none"> • Calls to FTIAC applicants • Prioritized based on Enrollment Funnel progress | |
| Target X Indicator | Retention | <ul style="list-style-type: none"> • Build/populate indicator for "late registrants." • all students, returning and new to KVCC • include this within student success scores, campaigns, and other notification systems. | |
| "Drop-in Advising" | Financial Aid | Drop-in advising times 2 weeks before classes begin and first week of classes | <ul style="list-style-type: none"> • Financial Aid front line staff can handle most "need to know right now" information. • Having an advisor available might make for an easier transition with financial aid for students who are already behind. • can better anticipate which documents are needed and whether the file is complete or not. |
| Earlier Telephone Calls | Financial Aid | earlier cold calls to students who have submitted a FAFSA, but not followed through with completing the process. | many will not attend Valley, but resources available now (work-studies) make these calls. hopefully we will "hit" a few students who didn't realize they should complete their documents earlier. We hope to also nudge them to orientation. |

Fall Semester Communication Campaign

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

Fall Semester Communication Campaign

| Campaign | Description | Category | Target Audience | Medium | Area Responsible | Date of Distribution |
|--------------|---|--|--|------------------------------------|------------------------------------|---|
| ENROLLMENT | TUITION IS DUE | Fall dropped for non-payment Dropped for non-payment | New and Returning (current) Students | Email | Marketing/Finance | 7/19/2019(Fri) |
| | FALL GET IT ALL DONE EVENT: 7/25 & 8/7 | Invitation Post Card Invitation #1 Custom Audience Targeting Begins Special Promotion | New and Returning (current) Students, Propsects | Print | Marketing | Early July |
| | | | | Email | | 7/1/2019(Mon) |
| | | | | FB | | 7/9/2019 (Tues) |
| | | | | FB/Social Media | | 7/9/2019(Tues) |
| | | Email | | 7/10/2019(Wed) | | |
| | | | | 7/17/2019 (Wed) | | |
| | | | | 7/23/2019(Tues) | | |
| | Reminder | | Text | | Marketing | 7/25/2019(Thurs) 8/6/2019 (Tues) 8/7/2019 (Wed) |
| | Outstanding Requirements | NSO only | New Students | Email and Text | Marketing | Ongoing |
| RETENTION | Possible Barrier | Intake Q5 - Paying Intake Q7 - Childcare | Returning (current) Students | Email | Marketing/Retention | 8/6/2019(Tues) 8/13/2019(Tues) |
| REGISTRATION | FINAL: Still Time to Register | | New and Returning (current) Students | Email and Text Calling Campaign | Marketing Enrollment Management | 8/14/2019(Wed) Ongoing, 8/15-8/31 |
| RETENTION | Add more Credits: TARGETED | | Returning (current) Students | Email | Marketing/Retention | 8/15/2019(Thurs) |
| | Possible Barrier | Intake Q4 - Transportation/Bus Pass | | | | 8/20/2019(Tues) |
| ENROLLMENT | TUITION IS DUE | Registered But Not Paid | New and Returning (current) Students | Email and Text | Marketing/Finance | 8/26/2019(Mon) |
| REGISTRATION | Registration Campaign Fall semester starts | Last Chance to Register and Pay | New and Returning (current) Students | Email & Text | Marketing | 8/27/2019(Tues) 9/3/2019(Tues) |
| RETENTION | Possible Barrier | Intake Q2 - Program Confidence Intake Q8 - Childcare Intake Q6 - Support | Returning (current) Students | Phone campaign & Email Email | Marketing/Retention | 9/10/2019(Tues) 9/17/2019(Tues) 9/24/2019(Tues) |
| REGISTRATION | Registration Campaign | Winter Registration is open | New and Returning (current) Students | Email & Text | Marketing | Ongoing, 10/7/2019(Mon) |
| RETENTION | Possible Barrier | Intake Q1 - Goals Intake Q3 - Employment Intake Q9 - Availability | Returning (current) Students | Email | Marketing/Retention | 10/8/2019(Tues) 10/15/2019(Tues) 10/22/2019(Tues) |
| REGISTRATION | Registration Campaign | Winter Registration is open | Returning (current) Students | Phone | Retention | Ongoing, 11/18/2019(Mon) |

Fall 2018 and Winter 2019 TRS 104 data, early report
*we will gather additional data after the fall 2019 census date.

Those students successfully completing TRS 104 / FYE

Those students who did not take TRS 104/FYE or earned less than a 2.0 in the course.

A. Overall cumulative GPA for the fall 2018 TRS 104 cohort who successfully completed the course with a 2.0 or greater - **2.87**

A. Overall cumulative GPA for both the 2018 FTIACs (minus the TRS 104 cohorts) - **2.34**

B. Overall cumulative GPA for the winter 2019 TRS 104 cohort who successfully completed the course with a 2.0 or greater - **3.21**

B. Overall cumulative GPA for both the 2019 FTIACs (minus the TRS 104 cohorts) - **2.29**

How many 2019 sections of TRS 104/FYE did we offer?

Fall 18: 21 sections

Winter 19: 8 sections

Summer 19: 3 sections (1 section 1st 8 weeks, 2 sections 2nd 8 weeks)

Total number of sections offered 2018-2019: 32 sections

How many students enrolled?

Fall 18: 436 students

Winter 19: 137 students

Summer 19: 45 students

Total number of students enrolled in 2018-19: 618 students

How many TRS 104 students completed the course 2.0 or higher?

Fall 2018: **314/436** students successfully completed TRS 104 with a 2.0 or higher (**approximately 72% of the students**)

Winter 2019: **89/137** students successfully completed TRS 104 with a 2.0 or higher (**approximately 65% of the students**)

ENROLLMENT – RETENTION COMMITTEE
DEPARTMENTAL UPDATES
JUNE 20, 2019

ENROLLMENT

- TargetX
 - Ongoing campaign development, report building, dashboard building, and funnel progression development.
- Events
 - Get It Done Events
 - July 31 from 4pm-7pm at TTC
 - August 7 from 4pm-7pm at AWH and CNM
 - Community Events
 - Black Arts Festival: July 13, 12pm-8pm, La Crone Park
 - Contact Mary Johnson for further information
- Campaigns
 - Enrollment campaign for Fall 2019 applicants are underway

INTERNATIONAL STUDENT SERVICES

- Purchased a listing with Study in the USA, an online student portal, with three leads generated in the first week (so far).
- Purchased an ad in the Spanish language Study in the USA printed college guide.
- Hosted an international student cookout on June 6.
- International orientation will be on Aug. 21.

MARKETING

- May/June
 - Various messages on My Valley regarding summer and fall payment plan options, student choice refund.
 - Target X recruitment emails sent daily
 - Retention-related email templates built International student services portal in development
Brewing video completed
 - Early/Middle College video in production
 - May 10 - WWMT Career Source Spot (CIS)
 - May 15 - Email to all students who had a fall balance. Sent to personal and Valley emails
 - Valley email - 2,547 students 29% open rate
 - Personal email - 2,404 students 62.9% open rate
 - June 3 - Email to all students who had a fall balance. Sent to personal and Valley emails
 - Valley email - 2,687 students, 29.4% open rate
 - Personal email - 2,548 students, 57.2% open rate
 - June 10 - Postcard/text/email to 433 students for KVAAP Connect event
 - June 12 - Email announcing new course offerings for fall (SOC 280, 281 and PSI 126) to students registered in fall 2019, summer 2019 or winter 2019 who took one of the following courses:
 - ENG 208
 - ENG 214
 - ENG 218
 - ENG 230
 - HRY 230
 - HUM 205

ENROLLMENT – RETENTION COMMITTEE

DEPARTMENTAL UPDATES

JUNE 20, 2019

- June 14 - Career Source Spot WWMT (Brewing)
- June 15 - Reminder email for KVAAP Connect event
- June 17
 - Text reminder for KVAAP Connect
 - Email to all students who had a fall balance. Sent to personal and Valley emails. 2,574 students
- June 27 - KV Focus to printer - enrollment/retention articles on Get it Done event, new degree, class offerings for fall
- July 15 - Postcard mailing to the following for Get it Done event:
 - Applied But Not Registered for Fall '19 & Winter '19
 - Enrolled Winter '19 but not Fall '19
 - Enrolled Fall '18 but not Winter '19
 - Enrolled Summer '19 but not Fall '19 (Exclude Unclassified & Guests)
 - Kalamazoo Promise Outstanding Requirements
 - Outstanding Financial Aid Requirements
- July 22, 29 - Email invitation to Get it Done
- July 31 - Text message for Get it Done
- First week of August - program of study, student planner and new college viewbook to printer
- Weekly Valley Food Share text messages

OPERATIONAL AND INSTITUTIONAL SUPPORT

- Next Level Customer Service Training: Approximately 45-50 front line staff members have been attending the customer service training. Feedback has been very positive from participants so far. A wrap up luncheon will be provided for those who have attended the required sessions.
- An online ID procedure has been finalized for the online business degree.
- Zoom online appointment scheduling will be implemented for advising and counseling staff members assigned to the business department in further support of the online degree.
- A part time position at the SSS Welcome Desk will be posted in the new fiscal year.
- The Faculty Support, including Mary Morehouse and Sue Commissaris area will be responsible for coordinating the new faculty evaluation system (replacing IDEAS). The new system is called "Evaluation Kit" and was selected by a committee from the academic side of the house.
- Meredith Vanderhill will be providing coordination and training for screening and support staff during the "Get it Done" events for fall semester.

RETENTION AND COMPLETION

- ReUp
 - Stop-out list for second cohort has been finalized.
 - Includes students that have stopped out (not persisting, no credential awarded, never transferred) after attending KVCC in Fall 2017, Winter 2018 or Summer 2018.
 - Total number of stop-outs being provided to ReUp is 2,561

ENROLLMENT – RETENTION COMMITTEE

DEPARTMENTAL UPDATES

JUNE 20, 2019

- Student Voices Advisory Council
 - Presentation in development to share at Summit and with other councils/committees across the college.
 - Will provide an overview of the SVAC after its first semester.
 - An updated application and communication plan is being developed.
 - Anticipate opening the application to students in mid-June.
 - Dr. Washington facilitated a conversation to gather student input on the Kalamazoo Valley Strategic Plan.
- Early Alert
 - Final early alert submission count for the Winter 2019 semester = 332.
 - An early alert user guide has been developed and is available on the retention folder within the G: Drive.

STUDENT SUCCESS SERVICES

- **Kalamazoo Promise Services**
 - Graduation rates in 2018 for Loy Norrix (82.8%) and Kalamazoo Central (88.9%) exceed the state's four-year graduation rate. (Michigan Center for Educational Performance and Information).
 - Since 2013 KPS has raised its four-year graduation rates among African American males (46.7 percent in 2013/61.5 percent in 2018).
 - The KPS class of 2019 is the first class who started at Kindergarten
 - Loy Norrix had 303 graduates as June 5
 - Kalamazoo Central has 312(still counting) as June 6
Phoenix High School 78
 - With rising graduation numbers Kalamazoo Valley may see a potential increase in enrollment since we house the majority of Promise students statewide. Our retention numbers look good, and since 2014 more students are taking advantage of Promise Services and following through with referrals to visit other departments.
 - Kalamazoo Valley at a Glance:
 - Approximately 500+ students attend K-Valley(Highest in the state)
 - Approximately 100+ new high school graduates identify Valley as their school of choice and attend
 - For 2018- 2019 we had a total of 1,344 students attend Kalamazoo Valley. The majority of the students were full and part-time.
 - We have 236 students enrolled for Summer 2019. 205 students are currently enrolled for Fall 19

**ENROLLMENT – RETENTION COMMITTEE
DEPARTMENTAL UPDATES
JUNE 20, 2019**

- Overview of the 2018 - 2019 Fiscal Year(Students are still enrolling for classes that start in June/July 2019)
 - On average in reference to billing/contact hours/registered students

Term 201910

Total Contact Hours: 5788

Total Credit Hours: 5023

Total Registered Kalamazoo Promise Students: 580

Term 201920

Total Contact Hours: 5083

Total Credit Hours: 4369

Total Registered Kalamazoo Promise Students: 528

Term 201930

Total Contact Hours: 1527

Total Credit Hours: 1399

Total Registered Kalamazoo Promise Students: 236

At a Glance for Fall 19:

Term 202010

Total Contact Hours: 2255

Total Credit Hours: 1799

**Financial Aid Summary
by Aid Year**

| <u>Aid Year</u> | <u>Fund</u> | <u>Recipients</u> | <u>Offer Amount</u> | <u>Paid Amount</u> |
|--|------------------------|-------------------|---------------------|--------------------|
| <u>1819</u> | Kalamazoo Promise 100% | 401 | \$1,169,954 | \$800,125 |
| | Kalamazoo Promise 50% | 2 | \$2,761 | \$2,547 |
| | Kalamazoo Promise 65% | 64 | \$119,403 | \$82,184 |
| | Kalamazoo Promise 70% | 28 | \$59,145 | \$41,993 |
| | Kalamazoo Promise 75% | 25 | \$50,763 | \$35,684 |
| | Kalamazoo Promise 80% | 25 | \$54,143 | \$33,246 |
| | Kalamazoo Promise 85% | 37 | \$86,082 | \$59,552 |
| | Kalamazoo Promise 90% | 47 | \$110,265 | \$71,300 |
| | Kalamazoo Promise 95% | 109 | \$301,350 | \$211,648 |
| Totals by Aid Year: 1819 | | 738 | \$1,953,866 | \$1,338,279 |
| *Recipients are unique by fund and duplicated in totals. | | | | |
| TOTAL | | 738 | \$1,953,866 | \$1,338,279 |

ENROLLMENT – RETENTION COMMITTEE

DEPARTMENTAL UPDATES

JUNE 20, 2019

- **Transfer Resources/Multicultural Services Events:**
 - B2B Networking & Discussion, May 14, 3-5pm, TTC
 - B2B Networking & Discussion, May 15, 3-5pm, AWH
 - Transfer Student Cookout, June 13, 12-3pm, TTC
- **New Student Orientation**
 - HS NSO May 3, 76 students
 - EMC NSO/Open House, May 7, 26 students
 - NSO, May 8, 57 students
 - NSO, May 16, 59 students
 - ANM NSO, May 17, 10 students
 - EMC NSO/Open House, May 23, 44 students
 - NSO, May 23, 43 students
 - NSO, May 29, 55 students
- **Advising and Counseling**
 - We have served students with individual meetings during 11 NSO's starting in March of this year, for a total of 504 students as of 6/12/19. We have 15 additional NSOs scheduled for the remainder of summer in this new format plus an NSO on 8/28 with just the presentations followed drop-in availability.
 - Two Pathway Advisor positions posted; one for Liberal Art (Humanities, Liberal Arts and English) and the second Industrial Trades and Public Service.
 - 858 appointments (521 booked; 337 drop-in) for the month of May
- **New Student Orientation**
 - **We still have Orientations left this summer!** Everyone – administrators, faculty and staff – are asked to volunteer. Orientation is often the first impression we will make as a college community to engage and inspire our students by demonstrating our unified commitment to students. It's a very small time commitment that, statistics show, can greatly impact a student's success in college.
 - Volunteers are needed for a variety of positions. Training will be provided.
 - This year, we have some new opportunities:
 - a revised faculty session (30 minutes)
 - a session about college terms and resources (30 minutes)
 - campus tours (30-40 minutes)
 - helping students register for classes (40 minutes)
 - To sign up for Texas Township orientations, please click on: https://p2.kvcc.edu/utilities/orientation_sign_up/
 - If you are interested in assisting with orientations at Anna Whitten Hall, The Center for New Media, The Bronson Healthy Living Campus or with Early College Open House, please email cdunten@kvcc.edu to get connected.

ENROLLMENT – RETENTION COMMITTEE

DEPARTMENTAL UPDATES

JUNE 20, 2019

- Life Resources
 - Budget Workshop, 9/25, TTC
 - Alcohol and Drug Abuse Prevention Workshop, 11/7, TTC
 - Healthy Relationships, 11/13, TTC
 - Finals Recharge, 12/10, **AWH**, TTC
 - Budget Workshop, 1/28, TTC
 - Healthy Relationships, 2/12, TTC
 - Mid-Semester Roost, 2/25, TTC
 - Alcohol and Drug Abuse Prevention Workshop, 3/11, TTC
- Student Strengths Development
 - High School Catalyst – (Strengths Presentation – 330 students), 6/19, Miller Auditorium, 1:45-2:30pm
 - EMC Summer Camps – Strengths Explorer + Scavenger Hunt – 6/18-19; 6/25-26; 7/16-17; 7/23-24; 8/6-7; 8/13-14
 - Strengths Discovery Days, 10/1, **AWH**
 - Strengths Discovery Days, 10/2, TTC
- Transfer Resources & Multicultural Services
 - B2B Networking & Discussion, 5/14, TTC
 - B2B Bowling, 5/15, Airway Lanes
 - Transfer Student Cook-Out, 6/13, TTC
 - Naturalization Ceremony, 6/20, TTC
 - Two sections of TRS 104 will be taught by Ezra Bell, M/W, beginning 7/1, **AWH**
 - Sister2Brother, 9/3, TTC
 - Transfer Tuesday, 9/24, TTC
 - B2B, 9/24, TTC
 - MCS Meet & Greet, Hispanic Heritage Month, 9/25, TTC
 - MCS Meet & Greet, Hispanic Heritage Month, 9/26, **AWH**
 - Naturalization Ceremony, 9/27, TTC
 - S2S, 10/1, TTC
 - WMU College of Arts & Sciences Info Meeting, TTC
 - B2B, 10/8, TTC
 - WMU Lee Honors College Info Meeting, 10/8, TTC
 - B2B, 10/9, **AWH**
 - Transfer Fair, 10/14, TTC
 - S2B, 10/15, TTC
- Finals Recharge, 4/21, **AWH**, TTC
- Student Activities
 - Cougar Kick-Off, 9/3, **AWH**, TTC
 - Welcome Tables, 9/3-4, all campuses
 - Popsicle Party, 9/5, **AWH**
 - Mid-Semester Boost, 10/15, **AWH**
 - Cougar Kick-Off, 1/7, **AWH**, TTC
 - Welcome Tables, 1/7-8, all campuses
- Give Thanks for Strengths, 11/25, **AWH**
- Give Thanks for Strengths, 11/26, TTC
- I Heart Your Strengths, 2/12, **AWH**
- I Heart Your Strengths, 2/13, TTC
- Strengths Discovery Days, 3/9, **AWH**
- Strengths Discovery Days, 3/10, TTC
- Strengths Lunch & Learn, 3/11, TTC
- Strengths Lunch & Learn, 3/12, **AWH**
- WMU Haworth College of Business Info Meeting, 10/15, TTC
- WMU On-Site, 10/16, TTC
- Transfer Tuesday, 10/22, TTC
- MCS Italian American Month, 10/23, **AWH**
- MCS Italian American Month, 10/24, TTC
- WMU College of Education & Human Development, 10/29, TTC
- Men's Conference, 11/1, TTC
- Dia de los Muertos, Saturday, 11/2, Kalamazoo Expo Center
- MCS National Native American Heritage Month, 11/4, **AWH**
- S2S, 11/5, TTC
- Transfer Tuesday, 11/5, **AWH**
- Alternative 4-Yr Degree Forum, 11/5, TTC
- MCS National Native American Heritage Month, 11/6, TTC
- Naturalization Ceremony, 11/8, TTC
- B2B, 11/12, TTC
- WMU Health & Human Services Info Meeting, 11/12, TTC
- B2B, 11/13, **AWH**

ENROLLMENT – RETENTION COMMITTEE

DEPARTMENTAL UPDATES

JUNE 20, 2019

- Transfer Tuesday, 11/19, TTC
 - S2B, 11/19, TTC
 - WMU College of Engineering Info Meeting, 11/19, TTC
 - B2B, 11/26, TTC
 - Transfer Tuesday, 12/3, TTC
 - S2S, 12/3, TTC
 - Finals Finish Luncheon, 12/4, **AWH**
 - Finals Finish Luncheon, 12/5, TTC
 - B2B, 12/10, TTC
 - B2B, 12/11, **AWH**
 - Dia de los Reyes, 1/6, St. Joseph Gym
 - MCS Meet & Greet, Dr. Martin Luther King Jr., 1/14, TTC
 - MCS Meet & Greet, Dr. Martin Luther King Jr., 1/15, **AWH**
 - Transfer Tuesday, 1/21, **AWH**
 - S2B, 1/21, TTC
 - Transfer Tuesday, 1/28, TTC
 - B2B, 1/28, TTC
 - S2S, 2/4, TTC
 - MCS African American History Month, 2/10, TTC
 - Transfer Tuesday, 2/11, TTC
 - B2B, 2/12, **AWH**
 - MCS African American History Month, 2/13, **AWH**
 - S2B, 2/18, TTC
 - Transfer Tuesday, 2/18, TTC
 - WMU On-Site, 2/19, TTC
 - Forum, 2/19, TTC
 - B2B, 2/25, TTC
 - S2S, 3/10, TTC
 - MCS Women's History Month, 3/16, TTC
 - Transfer Tuesday, 3/17, **AWH**
 - B2B, 3/17, TTC
 - Alternative 4-Yr Degree Forum, 3/17, TTC
 - MCS Women's History Month, 3/18, **AWH**
 - B2B, 3/18, **AWH**
 - S2B, 3/24, TTC
 - Naturalization Ceremony, 3/27, TTC
 - B2B, 3/31, TTC
 - Transfer Tuesday, 3/31, TTC
 - Transfer Tuesday, 4/7, TTC
 - S2S, 4/7, TTC
 - B2B, 4/14, TTC
 - "You Did It Luncheon" , 4/15, **AWH**
 - B2B, 4/15, **AWH**
 - "You Did It Luncheon" , 4/16, TTC
 - S2B, 4/21, TTC
 - B2B Bowling, 5/12
 - MCS Asian Pacific Heritage Month, 5/19, TTC
 - MCS Asian Pacific Heritage Month, 5/20, **AWH**
 - Naturalization Ceremony, 6/4, TTC
 - Transfer Student Cook-Out, 6/11, TTC
- **Veterans Services**
 - Open House, 9/3, TTC
 - Kalamazoo County Veterans Stand-Down, 9/6, **AWH (first floor)**
 - 9/11 Memorial, TTC
 - Mental Health Summit, 9/13, BC Veterans Affairs
 - Dodgeball, 9/18, TTC
 - Navy Birthday Celebration (Recognition of Navy Veterans), 10/14, TTC
 - Marine Birthday Celebration, 11/11, TTC
 - Veteran's Day Celebration, 11/11, TTC
 - Dodgeball, 2/13, TTC
 - Memorial Day/Honoring Fallen Heroes, 5/22, TTC
 - Army Birthday, 6/12, TTC