

# Enrollment Retention Committee

September 13, 2019

10-11:30 a.m.

TTC 4380

- I. Call to Order
- II. Approval of June Meeting Minutes
- III. Marketing Analytics  
*Shannon Allen, Vice President, Federate Digital Solutions*
- IV. Departmental Updates
- V. Institutional Research Update
- VI. Student Services Hours of Operation
- VII. Other

## Retention Plan Progress Monitoring (as of July 2019)

<b>Operational Recommendation</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
Revise course schedule	X	X	X						A/R/R brought proposal to ISSES committee
Caseload based advising	X	X	X						Draft caseloads developed, criteria determined
Mid-Term grades	X	X	X						Retention brought universal reporting proposal to ISSES committee
Revamp early alert	X	X	X	X	X	X	X	X	Ongoing output and outcome analyses
Developmental placement	X								Indicators built in CRM
Recapture stop-outs	X	X	X	X	X				Second "cohort" delivered May 2019
Course attendance	X	X	X						Plan mapped, AWH 2 <sup>nd</sup> floor for pilot in F19
Campaign alignment	X	X	X	X	X	X	X		Campaigns = prospect thru completer
Dropped non-pay outreach	X	X	X	X	X	X	X		MyValley display active, Outreach ongoing
Student in-take survey revision	X	X	X	X	X	X	X	X	F19 in place, CRM campaigns integration
<b>Focus Projects</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
Identify at-risk factors	X	--	X						Retroactive look at F18 survey data that may correlate with outcomes
Math remediation w/ K-12	X	X	X						Initial meetings with potential partners
CRM implementation	X	X	X	X					Retention implementation continues, Framework is developed
Asset map development	X	X	X	X	X				Asset map vehicle = Department Directory
<b>Ongoing Projects / Programs Influencing Retention</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
FYE	X	X	X	X	X	X	X		Continuing to scale/add programs
Mandatory orientation	X	X	X	X	X	X	X	X	Analysis MO course outcomes complete
Mandatory career advising	X	X	X	X	X	X	X	X	All UNDC FTIAC/ many other prog. incorporated
Academic probation	X	X	X	X	X	X	X		3 <sup>rd</sup> semester recorded
Gateways to Completion	X	X	X	X	X				
GLW, AMP, 8x8, Rapid Rev.	X	X	X	X	X	X	X		
KVAAP	X	X	X	X	X	X			First cohort began Fall 2018

# Enrollment-Retention Committee Minutes

## August 8, 2019

Present: C. Almeda, E.J. Bast, A. Cederberg, C. Colella, M. Collins, L. Cosby, L. Depta, E. Dominianni, A. Fontaine, S. Hermann, S. Hubbell, K. Johnson, P. Linden, B. Lueth, A. Marsh-Peek, E. Pauken, M. Pauken, C. Voss; T, Welsh

Absent: J. Abbott, M. Adams, C. Cockerel, L. Cool, D. Mondoux, N. Nielson, C. Olson, C. Ross, C. Stroven, L. Thomas, M. Thompson

Minutes were approved

### Departmental Updates

- E. Pauken reviewed the Retention Plan; highlights include:
  - Stop-Outs
    - 113 were recaptured in Summer
    - ReUp activity
      - Second list (14,000) sent; 275 have re-enrolled
        - Will continue to monitor
      - Next Re-Up “check in:” early December; may be “virtual”
  - Proximity Reader Attendance Pilot
    - AWH 2<sup>nd</sup> floor and computer center readers installed
      - Currently capturing data/formatting reports
      - Anticipate fully operational by Fall semester
      - Data to be shared with Financial Aid per request of A. Cederberg
  - Calling Campaign: Fall 2019
    - List received from IR; 2,491 students (from Fall 2018)
    - To be completed by end of today
    - Feedback to be reviewed for possible trends/barriers to enrollment
      - Per Ambassador callers, feedback to date towards campaign has been most positive for several years; students thankful/appreciative of receiving reminder
  - Batch Cancel
    - To date, 390 of 999 dropped (1,400 dropped in FY 18) have re-enrolled.
      - Slightly higher v. Winter 2019 batch cancel
    - KUDOS to Financial Services and Marketing for assistance in effort
    - Pre-batch list
      - Re-Up names were pulled and sent to Re-Up Coach for early intervention
        - Discussion re: criteria by which Re-Up paid for services
        - KUDOS to E. Pauken for Re-Up contract negotiation/finalization
  - Asset Map Reviewed on-line
    - Additional sharing:
      - Admin +
      - new Employee Orientation
      - KV Focus, 8/15

### IR Update

- Fall Enrollment
  - Down 4.1% v. 8% last week
    - Includes enrollments from 7/31 and 8/7 Get It Done events
      - 2 events had very positive impact
    - Early-Middle College still to register

# Enrollment-Retention Committee Minutes

## August 8, 2019

### Get It Done

- 7/31, 225 participants (v. 240 TOTAL in 2018)
- 8/7, 130 participants
- Anticipating doing more downtown events
- Positive comments on layout/flow
  - Helpful to have event contained in one building
    - Helpful to have CNM tour due to computer lab location
- Question re: having academic program participation due to lack of faculty support
- Suggestion made to have Student Voices Advisory Council table
- Several out of town students participated: Kent County; Detroit
  - M. Vanderhill for developing/coordinating check-in process
  - IT for staying on top of issues

### Academic Probation semester by semester count

- Numbers reviewed
- Reiteration that as time moves forward, numbers will continue to grow
- Discussion followed re: Academic Probation Policy/Process, etc.
  - E. Pauken stated that drafted recommendations from Academic Probation Implementation were given to P. Eagan for discussion/forwarding to P. Linden.
    - E. Pauken to follow up with P. Eagan and P. Linden
  - C. Almeda offered comments re: benefit of TRS 105 and FYE courses within the Academic Probation process
  - M. Collins reiterated recommendation to merge Academic Probation Policy/Academic Probation Implementation Committees
    - Suggestion made to add A. Fontaine to group

### Other

- New Student Orientation (NSO)
  - L. Cosby reviewed data re: enrollees for NSO
    - 595 total (4/19-7/10)
      - 53% enrolled for full-time status
      - 30% enrolled as part-time
      - 17% enrolled with 0 credits
        - Still part of the enrollment funnel
        - Messaging continues
    - KUDOS to Student Success staff for positive attitudes with NSO
- Advising/Counseling Drop in Hours
  - Update re: drop-in advising hours and appointment
- Food Share
  - Support dollars needed
    - Another Food Share Drive is in development
  - Grant for support is in process
  - Discussion re: need for permanent funding
    - Committee to quantify issues and need to maintain desired level of support for 8/2019 through 6/2020 and send to M. Collins

## Enrollment-Retention Committee Minutes August 8, 2019

- Adult Learner Workshop
  - M. Pauken stated “Never Too Late to Learn” workshop planned by organization in Detroit
    - No cost; 1 hour
    - Stated may investigate for possible incorporation in KVCC Enrollment strategies/offerings
- FTIAC Policy
  - Per E. Bast, draft policy has been sent to Cabinet for review (8/20/19, per M. Collins)
  - Anticipate sharing at the Sep Enrollment-Retention Committee
  - L. Cosby inquired about a previous data request re: a breakdown of placement scores in an attempt to determine % of students coming to KVCC are not college ready
    - E. Pauken will follow up w/D. Mondoux

**ENROLLMENT-RETENTION COMMITTEE**  
**DEPARTMENTAL UPDATES**  
**August 2019**

**EARLY MIDDLE COLLEGE**

- 200+ new students attended EMC boot camps over the summer
  - All are registered for the fall. 374 total EMC students.
- Dual enrolled students declined at Comstock
  - Personnel changes contributed to low numbers – expect to see an increase in the winter.
- 590 dual enrolled students for fall.

**ENROLLMENT**

- Currently working with 4,873 applicants for Fall 2019 semester. We currently have converted 37.51% of Fall Applicants to enroll which equates to 1,828 students. Efforts are currently shifting to focus on registration for 12 and 8 week course still available for Fall 2019.
- The fall recruitment season has begun with visits targeting area high schools and attendance at regional College Fairs/Nights.
- Campus group tour requests are up. There are currently 10 area high school groups scheduled to tour with 600+ perspective students anticipated to attend throughout September and October. More events will continue to be added as well and included multiple campuses.
- Get It Done dates and times for Winter 2020 have been finalized:
  - TTC – Wednesday, November 20 from 4-7pm
  - AWH – Thursday, December 5 from 3-6pm

**FINANCIAL AID**

- Tuesday night "FAFSA nights" coming up: October, November, February
- Will have presence at Industrial Trades Night
- Will be presenting at Vicksburg and College Night
- Attending Phoenix FAFSA Night
- Many - many presentations in FYE classes (which we are happy to do!)
- Received new PPA designating KVCC has an eligible Title IV Institution for the next six years 08/29/2019

**INTERNATIONAL**

- Currently have 54 full-time international students enrolled for the fall; one more than last fall.
- Welcomed 21 new full-time international students for the fall; increase from 14 new international students last fall.
- ISS is hosting a downtown scavenger hunt for international students on Friday, Sept. 20.
- International Education Week events include a student panel on Nov. 19 and cultural showcase on Nov. 20.

**IT**

- DegreeWorks Upgrade Statement of Work finalized
- College Scheduler Enhanced version planned to be introduced with Banner Self Service 9 - prior to start of Winter Registration

**ENROLLMENT-RETENTION COMMITTEE  
DEPARTMENTAL UPDATES  
August 2019**

**RETENTION AND COMPLETION**

- **Academic Probation:** The following academic standing movement took place after Summer 2019 grade roll

Distinct Count	Academic Standing Code	Academic Standing Description
2	WP	Warning, Completed Student Success Plan
5	DX	Academic Dismissal
14	PX	Probation, Action Required
30	00	Good Standing, but withdrew from all registered courses
40	WX	Warning, Action Required
500	GO	Good Standing
999	IO	New student attempted <12 cr hours (not subject to policy)
1,725	ZZ	Standing, Prior to Policy (grandfathered, not subject to policy)

Students experiencing changes to their academic probation standing have been notified via email and first-class mail.

- **Early Alert :** Final count of Summer 2019 semester early alerts submitted = 80 (comparable to 76 received in Summer 2018)
- **IHEP, Degrees When Due :** Kalamazoo Valley has been selected to participate as part of the second cohort of the Degrees When Due initiative. This initiative focuses on degree reclamation specifically for adult/non-traditional age groups and reverse transfer candidates.
- **Commit to Graduate:** The Fall 2019 Commit/Petition to Graduate event will take place at the Tower entrance of TTC on October 23 and at AWH in the main lobby on October 24. Both events are scheduled from 10am-2pm
- **ReUp:** As of 9/4/19, there are 379 ReUp students enrolled for Fall 2019

**STUDENT SUCCESS SERVICES**

- **ADVISING AND COUNSELING**
  - Snap shot of students served this summer, 7/1 – 9/6/19 (does not include students meeting with a counselor/advisor during NSO)
    - 750 student appointments
    - 2367 student drop-ins
    - 716 students via email
  - We have hired two new Pathway Advisors as of 9/3/19
    - Angela Lathan: Liberal Arts, English and Humanities
    - Casey Martin: Industrial Trades and Public Service
- **KALAMAZOO PROMISE**
  - Total Registered Kalamazoo Promise Students: 626
  - Current Enrollment for 2019 Grads: 106 (16% of 560 are Freshman)
  - Total Contact Hours: 6439
  - Total Credit Hours: 5587
  - KP Services: Hosting largest graduation class in KPS history
  - Promise “Meet ‘n Greet:” Tue, Sep 17, 12 – 3 p; TTC 9318

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

August 2019

- **ORIENTATION/STUDENT ACTIVITIES/LIFE RESOURCES**
  - 58 students have purchased semester-long bus passes; available through 9/27
  - Cougar Kick-off's new location at the Tower Entrance was a huge success. Transfer Resources Services/Multicultural Student Services/Brother2Brother, Veteran's Services, Student Strengths Development, Financial Aid, Counseling and Advising, Admissions, Records, and Registration, Employment Services, the Learning Center/Office for Student Access, Early College and a number of student organizations were all represented. We served 100 pizzas in an hour!
  - Constitution Day
    - Tuesday, September 17th at AWH (10:30-11:30am in Room 128)
    - TTC (12:30-1:30pm in Room 4240).
  - In-Person NSO for Fall semester (4/19-8-26)
    - 1058 students attended
    - 85% are registered for courses (up 6% from last year)
      - Of those students, 63% are registered full time (up 2% from last year).
- **STUDENT EMPLOYMENT**
  - 214 student appointments, TTC, CAH, AWH, CNM, Groves
  - 685 (approx.) student emails
  - 120 separate email blasts for job opportunities
  - 1815 employer emails
  - 250 employer phone calls
  - 40 employer on campus recruiting visits at TTC, CAH and AWH
  - 75 employers at all major career fair
  - 10 employers at culinary career fair
  - 3 employers at art and new media career fair
  - 62 class presentations for 1000 students (approx.) at TTC, ACC, BHLC, Groves
  - Presentation topics
    - Resume and Cover letter writing customized for industry (majority of requests)
    - Interviewing customized for industry (majority of requests)
    - Generations in the Workplace
    - Creating and using LinkedIn
    - Ethics in the Classroom and Workplace
    - Career Fair Preparation
    - Overcoming Procrastination and Mistakes
    - Professional Branding
  - Departments/Programs
    - CUL, AGF, BREW, BUS, LEN, ANM, MAT, NURS, RCP, AUTO, WELD, CIS, DHY, FYE, Wind Academy, Patient Care Academy, Police Academy, Early Middle College, Veterans, Kalamazoo Promise
  - Summer 2019:
    - 28 new student orientations, including nursing, culinary/brewing, respiratory therapy and art and new media
  - Fall 2019: Marketing and campus wide implementation of Career Coach
    - Career Coach, provided by Emsi, is a valuable online search tool that enables KVCC students the power to explore hundreds of potential careers while providing them with the information necessary to make informed decisions about their career and educational plans. This tool provides career information and career options necessary for student success at KVCC. Career Coach also services as an online job board.



## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

August 2019

- **TRANSFER RESOURCE SERVICES/MULTICULTURAL SERVICES/ B2B/S2S**
  - Multi-Cultural Services, Brother2Brother initiative stats attached.
  - Multi-Cultural Services worked very closely with staff from across the college during the Winter of 2019 to host a soft launch for Sister2Sister(S2S). The soft launch allowed us to bring together 16 students. At Cougar Kick-off 20 students signed an interest sheet. We are very excited to launch this initiative and the engagement opportunities for fall 2019.
- **VETERAN'S SERVICES**
  - Veteran's Stand down (September 6th, 9am-1pm at AWH)
    - over 26 tables/vendors, including dental hygiene, nursing, and veteran's services from Kalamazoo Valley
    - 100 veterans attended; final numbers of contacts pending from the county
    - 5 student veterans volunteered all day.
  - September 11th remembrance day event
    - Courtyard with the 9/11 memorial at 11am.
  - Battle Creek Veteran's Affairs Mental Health Summit
    - Friday, September 13<sup>th</sup>, 7am-4pm, TTC
    - 150 registrations already
- **TRS 104 / FIRST YEAR EXPERIENCE**
  - Fall 2018 and Winter 2019 TRS 104 data, early report
  - College-wide KPI Goal: 75% (retention from subsequent semester to the next)
  - After successful completion of TRS 104, **91.82%** of students retained fall 18 to winter 19 VS. Fall 2018 FTIAC students ( exclude: successfully completed TRS 104 in Fall 2018 ) who enrolled at KVCC in Winter 2019 - **70.24%**
    - overall cumulative GPA for the fall 2018 TRS 104 cohort who successfully completed the course with a 2.0 or greater - **2.87**
    - overall cumulative GPA for the winter 2019 TRS 104 cohort who successfully completed the course with a 2.0 or greater - **3.21**
    - overall cumulative GPA for both the 2018 FTIACs (minus the TRS 104 cohorts) - **2.34**
    - 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)
    - **New for Fall 2019: Business students (elective) , Veterans cohort**
    - **New for Fall 2020: Criminology/police/fire, etc.. required; "in the works" .... International students and Trades students (either recommended elective or required)**