

# Enrollment Retention Committee

October 11, 2019

10-11:30 a.m.

TTC 4380

- I. Call to Order
- II. Approval of September Meeting Minutes
- III. Departmental Updates
- IV. Institutional Research Update
- V. Communication to waitlisted students when sections are added
- VI. Other
  - a. November meeting --- Student Services Hours of Operation

## 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 W19
Campaign alignment	X	X	X	X	X	X	X		Campaigns = prospect thru completer
Dropped non-pay outreach	X	X	X	X	X	X	X		Ongoing outreach and monitoring
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

## September 13, 2019

Present: J. Abbott, C. Almeda, A. Cederberg, D. Coates, C. Cockerel, C. Colella, M. Collins, L. Cosby, L. Depta, E. Dominianni, A. Fontaine, C. Gearig, S. Hermann, S. Hubbell, K. Johnson, P. Linden, B. Lueth, A. Marsh-Peek, D. Mondoux, N. Nielsen, C. Ross, E. Pauken, C. Voss; T, Welsh

Absent: M. Adams, L. Cool, C. Olson, C. Stroven, L. Thomas, M. Thompson

Minutes were approved

### Marketing Analytics Presentation

Federated Digital Media presented re: philosophy/processes etc. behind KVCC's marketing Plan.

Highlights include:

- Components of Marketing Plan
  - Branding
    - Custom audience targeting
    - General branding presence is constant
  - Lead Generation
    - Continually refined to identify quality students for programs
  - Social Engagement
  - Responsive Web
- Core "program" Buckets
  - General studies
  - Arts
  - Culinary
  - Health
  - Industrial Trades
- Geographic Targeting/Fencing
  - Can target specific events/time frame/location if deemed appropriate (College nights)

### Departmental Updates

- E. Pauken reviewed the Retention Plan; highlights include:
  - Calendar Intake Survey
    - Today and every Tuesday
    - Targeted, based on responses to survey questions
    - Request to send survey information to switchboard and Office of Institutional Support
  - 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
    - Cancellation rate is lower
    - Re-enrollment efforts continue: calling/email campaign
      - Re-enrollment Rates up: 52.7% v. 40%

# Enrollment-Retention Committee Minutes

## September 13, 2019

### IR Update

- Fall Enrollment
  - .5% in the “right” direction
  - Enrollment number likely to stay flat from this point forward
    - Currently are at levels similar to early 1980’s
  - Per D. Coates will be registering approx. 110, Early Middle College/Education for Employment
- Discussion re: how to increase credit hours/head count
  - Request made to review data (for past 5 years) per program area to see where declines have occurred
  - Question re: budgeted credit hours
    - Budgeted: 145,000 v. 66,500 YTD (46% of budget)
  - What is the “sweet spot?”
    - Realistic goal v. environmental issues
    - What is capacity:
      - Schedule
      - Seats
      - Support staff/processes/facilities: counselors, etc.
  - “Right size” conversations have not moved forward
  - Current model is not sustainable
    - Must utilize data/info from students to assist in maximizing class schedules, facilities
    - Will take time, but must begin now
  - Have weathered storms via business model and continued forward thinking

### Student Services Hours of Operation

- Tabled until Oct meeting

### Other

- Auto Awarding of Degrees
  - 146 degrees “auto” awarded
    - Students would not have otherwise graduated
  - Very positive comments/response to process

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

**EARLY MIDDLE COLLEGE**

- Enrollment
  - EMC: 372 students
  - Dual: 671 students
    - Up 99 v. last week
- Basketball outing for students
  - 11/08 with a tailgate; 5:30 – 7
- Free and reduced lunch
  - conversations continue
- EMC Advisory Committee
  - 10/18 Agenda
    - high school course offerings
    - PSAT
    - best practices
- School visits begin 10/15
- New Students' Parent Evenings
  - begin 10/16

**ENROLLMENT**

- Preparation for multiple upcoming events are underway with primary focus on:
  - College Night: 10/14, 6:00 – 7:30, TTC
  - STEMQuest: 11/9, TTC
- Daily high school visits are ongoing along with involvement at MACARO sanctioned College Nights throughout southwest Michigan.
- The Enrollment Management department has moved into their new location in TTC 6044 (still in the Student Commons).
- 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

**FINANCE AND BUSINESS**

- FY20 Mini-initiative Process
  - See attachment

**INTERNATIONAL**

- ISS office has moved to TTC 4261.
  - A grand opening event is planned for Oct. 15, 3 – 5.
- Hosting an international student resume workshop on Oct. 10.
- Darren Chase is traveling to Kazakhstan for an EducationUSA recruitment tour Oct. 17-28.
- Hosting a tour for high school exchange students from FLAG Int'l on Oct. 28.

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

**MARKETING**

- Lead/supported efforts for collateral materials for
  - High School Counselors' Breakfast
  - Cougar Kick Off
  - 10/3 Skilled Trades Expo
  - College Night
  - Get Ready for Winter Car Inspection Event
  - Health Care Career Networking Event
  - PTK Induction Event
  - September Art Hop at the CNM
  - University Center Open House
  - Public Safety "See Something, Say Something Campaign"
  - Winter 2020 Class Schedules
  - Two KV Focus Plus e-newsletters
  - KV Focus Plus
  - Fall museOn
  - Volleyball Program Book
- Marketing/public relations efforts with
  - Food Innovation Center/Senior Services Hoop House
  - Launch of Mindbender Mansion 2 and Willard Wigan Microsculptor exhibits at the KVM
  - KVCC Foundation Pancake Breakfast
  - Urban Alliance/Momentum Programs at The Groves Campus
  - Visiting Writers' Series
- Local media efforts
  - WWMT's Career Source
  - Weekly WKZO interviews
  - Coverage for Industrial Trades Expo
- Other collaborations/projects
  - Enrollment Management-Retention Target X messaging
  - Web design
  - Valley Food Share
  - Foundation grant requests for CNM scholarships
  - KVM Website and perception study
  - ZOO Arts

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

October 2019

#### RETENTION AND COMPLETION

- **Student Voices Advisory Council**
- 39 students selected to serve
- 12 returning SVAC students will join the group in a different capacity
- First meeting: September
  - Focus:
    - Kalamazoo Valley's Strategic Plan (presented by Dr. Washington)
    - Student's financial aid experiences
- Next meeting scheduled for October
  - focus on LMS utilization and integration
- A subgroup of the student voices council will be meeting with Ellucian on October 29 to share experience with Degree Works, Banner self-service, registration system, etc.
- **Intake Survey Winter 2020**
  - Will launch next week
  - Focus will be more in-depth questions regarding scheduling needs for students
- **Commit to Graduate**
  - TTC: October 23; AWH October 24; 10am-2pm
- **ReUp:**
  - second partnership review: December
  - Findings to be shared with entire group after the presentation

# Kalamazoo Valley Community College

## Mini-Initiative Process

### Background:

In building the budget for fiscal year 2018-2019, the College took a new approach to hopefully reduce the amount of lapsed funds and ensure more initiatives could be pursued. We reviewed the previous three years and if a departmental budget consistently had significant (more than \$10,000 each year) lapsed funds, they were removed from the budget and pooled into a fund for mini-initiatives. These mini-initiatives would be for products or services outside of the normal day-to-day activities and have come up after the budget request process was completed during the previous fiscal year. For 2019-2020, the College has maintained the \$100,000 available for these mini-initiatives. The funds will need to be spent by June 30, 2020.

### Criteria for Mini-Initiatives:

In order to utilize the new pool of funds for mini-initiatives, they need to meet certain criteria:

- The initiative must relate to the strategic plan
- The initiative should be collaborative and include at least 3 departments of the College
- The initiative must be signed off on by the respective Vice President

### Application Process:

Please submit a memo of no more than one page (via paper or electronic) outlining the details of your request and how it addresses the criteria outlined above to the Vice President for Finance and Business. Provide enough details for readers to understand what areas of the College are involved, how much it will cost, the timing required, and any other information deemed important.

### Application Deadline:

There will be two deadlines where the cabinet will review the applications and possibly award funds from the pool in order to fund the mini-initiative. **The first deadline is October 31, 2019.** **The second deadline is February 29, 2020.** Decisions will be made within the cabinet meetings on the funding of mini-initiatives and will be communicated by the end of the following month.