

Enrollment-Retention Committee Minutes

November 15, 2019

Present: C. Almeda, E. Bell, D. Coates, C. Colella, M. Collins, L. Cosby, E. Dominianni, C. Dunten, P. Eagan, C. Gearig, K. Johnson, P. Linden, D. Mondoux, M. Pauken, E. Pauken, T. Welsh.

Absent: M. Adams, A. Cederberg, C. Cockerel, L. Cool, T. Corbett, L. Depta, A. Fontaine, S. Hermann, S. Hubbell, B. Lueth, A. Marsh-Peak, N. Nielsen, C. Olson, B. Reynolds, C. Ross, C. Stroven, L. Thomas, M. Thompson, C. Voss

Minutes were approved; motion by C. Gearig, support from P. Linden

IR Update

- Winter 2020 Registration/Batch Cancellation
 - At present, down slightly; have not retained as well v. 2018
 - Upcoming Get It Done Events could likely impact numbers
 - TTC event being held prior to Thanksgiving this year
 - EMC registration continues
 - ReUp impact apprx. 400 students
 - Anticipate being down apprx. 13% overall by end of semester
 - Discussion re: 2019 communication mechanisms
 - No changes v. 2018
 - Some type of messaging received every other day
 - High school enrollments trending down for next couple years; uptick seen after that
 - Discussion re: out-of-the-box initiatives
 - Black Friday Online Sale: no application fee
 - Increased intervention with dual/enrollment
 - Going to them with advising, registration, etc.
 - Discussion re: other impacts on enrollment/retention
 - Increased staff turnover: counseling; Promise; FYE
 - Lack of faculty/staff (college-wide) awareness of issues
 - Hard numbers likely more impactful than percentages
 - Specifics re: number of students down and also which classes would be helpful
 - Dan to break out numbers by program
 - Lack of available night courses is road block for older CIS students
 - Per Evan, in process of collecting info re:
 - Specific-class needs: which classes; when; where; necessary equipment/technology
 - Suggestions to increase awareness and criticalness of retention
 - Encourage (staff and faculty) to review registration status at EVERY student meeting
 - Communicate to students benefit of taking a minimum of 2 classes/year
 - Next-term persistence gap is between 2-3 classes
 - Messaging targeted students with specific courses based on individual students and their historic data
 - Identify what “full time” means
 - Financial Aid = 12 credits
 - Academically = 15-18 credits

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- “Time to Completion” program demonstration
 - Developed by Evan
 - Identifies target graduation year based on program/number of credits taken per semester
 - Suggestion to name “When Will I Graduate?”
 - Avenues for use
 - Embed into “take another course” email
 - Include in
 - T-X messaging re: orientation
 - Student orientation
 - Faculty Seminar sessions
 - Advising and counseling sessions
 - Evan following up with M. Thompson and R. Daudert re: where best to embed on site to facilitate tracking
 - Ezra raised concern re: being mindful of overloading those students who are/may be struggling (“If I could, I would take more classes”)
 - Per Erin, messaging targeted to students who do not have barriers
 - Suggestion to include in messaging: “Worrying about ???” with link to available resources
- Winter 2020 Registration/Enrollment Efforts
 - Get It Done
 - 9,000 invitations sent
 - Dean’s Letters sent
 - Radio ads in process
 - Paid TV ads in process
 - Other suggestions
 - Advising/counseling/registration at Basketball games
 - Pizza for Credit
 - March Madness event
 - Taking Cougar Kick-off to the front door
 - Enrollment/Retention/Success through Dev Ed English
 - Cheryl reviewed the presentation she will be making at a National Conference
 - Presentation will be made available to the committee

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- Other
 - B2B
 - 56 attended recent event; 40 from Lansing area
 - More high school students than normal
 - Question whether Lansing “Promise” dollars can be used at KVCC
 - Ezra to follow up with Alisha
 - Lansing attendees to attend KVCC Women’s Conference in March
 - Get It Done
 - TTC, 11/20; AWH 12/5
 - Approximately 70% will be enrolling for Winter semester
 - Adding Ambassadors to staffing to assist in transitions between offices/areas
 - Student Awareness
 - Coty stated Fall 2019 has been the busiest semester she has experienced
 - 7 referrals for homelessness
 - 5 students facing serious issues
 - Reminded that everyone should be mindful of possible needs of students we come in contact with
 - Mike stated there are resources available to assist
 - Schlack Emergency Fund
 - Mike has an Emergency Fund also
 - Suggestion made to have Summit presentation on emergency resources available
 - Coty also advised that KVCC received \$30K grant for the Valley Food Share initiative
 - At present, the current need appears to be met
 - Universal Design Committee
 - Per Tim, is moving forward with accessibility issues
 - Stated that only 25% of student having accessibility issues come to Office of Student Access for help
 - Need to increase awareness - college-wide - to accessibility issues
- Next Meeting
 - New Student Orientation – (non-FTIAC) – Laura Cosby
 - High School Enrollment
 - Different Banner designation for returning high school students to facilitate more effective messaging
 - Appeal for Cost of Attendance due to special circumstances