

Enrollment-Retention Committee
June 11, 2020

Present: Almeda, C.; Bell, E.; Cederberg, A.; Coates, D.; Colella, C.; Collins, M.; Cool, L.; Cosby, L.; Depta, L.; Dominianni, Dunten, C.; Eagan, P.; Fontaine, A.; Gearig, C.; Herrmann, S.; Hubbell, S.; Johnson, K.; Labadie, T.; Lueth, B.; Marsh-Peak, A.; Pauken, E.; Pauken, M.; Thomas, L.; Voss, C.; Welsh, T.

Absent: Adams, M.; Corbett, T.; LaPenna, J.; Mondoux, D.; Nielsen, N.; Reynolds, B.; Ross, C.; Thomas, M.;

Admissions

- Grade Roll
 - Dropped 37 from classes
 - Awarded 1,800 Academic Honors; number up slightly from previous
 - Congratulatory communication in process
 - Kudos to team for completing final grad audit
- Degree Works Upgrade
 - Postponed until 6/15
 - System will be down for one week
- Resources for Transfer Students
 - Available via Michigan Transfer Network site
 - KVCC has signed all Phase 1 agreements
 - Biology, Business, Criminal Justice, Psychology
 - Transferring of Associate Degrees
 - Links/information available on MTN site for participating institutions
 - Request to move link to a more visible location in “services” link
 - Comment made that transfer opportunities will be pushed as part of marketing campaign
 - Comment that an equivalency page would be helpful
 - Sarah to share the URL

Enrollment

- Virtual Decision Day
 - Thu, May 7
 - Received 44 inquiries
- Virtual Valley Days
 - Virtual high school NSO
 - Connects students with resources
 - Thu, 5/14
 - Parchment, Comstock, Gull Lake
 - Additional school/specific dates in June
 - Overflow dates available
- Calling Campaigns
 - Going very well; students very glad to hear from us
 - 15-20 minutes/call
 - Increasing number of appointments due to activity
 - Main focus is students who have test scores on file

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Financial Aid

- Tuition Credit
 - Huge response
 - Awarded for summer
 - Advised that if not used for summer will be credited for fall
 - 170 enrolled in Summer as result of initiative
 - Special populations (TIP/Kalamazoo Promise) credits in process
 - Some unique situations still being processed
 - KUDOS to team; very complex/tedious process; completed in one day
 - KUDOS to Evan for developing application
 - Per Evan, proud of approach KVCC has taken to assist students and encourage continuation of education
- CARES Funding
 - Application used; similar to Tuition Credit application (TY Evan)
 - \$2.2M to award
 - To be used for expenses due to Covid-19
 - New guidance from DOE weekly with new restrictions on use of funding
 - Approx. \$200K disbursed so far
 - Marketing campaign going very well
 - CARES info to be included in inFocus newsletter
 - Reaching out to special populations
 - EMC students not eligible
 - Assistance available for student needs re: on-line classes, fees, etc.
 - Needs must be identified prior to semester beginning
- SAP rolled
 - Went better than anticipated
 - No additional guidance received from DOE re: withdrawals/suspensions
 - Compiling worksheet re: how Covid-19 impacted students' ability to complete work
- Summer Work Study
 - Work study students (winter semester) paid through end of semester
 - Not able to pay with "work study" funds, but can turn dollars into grant
 - Student must be enrolled at least ½ time
 - Please ask students to follow up w/Financial Aid

Instruction

- FYE
 - Half of classes have been "pended"
 - Can be called up if needed
 - Enrollment in summer FYE continues
- EMC
 - Summer 1 is set
 - Summer 2
 - Working to provide on-line

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- Question re: how can we gauge interest in Summer 2?
 - Per Cheryl, 52 sessions for Summer 2; ½ are full; will likely offer more sections
 - Per Megan, can review applications by term and message specific groups

Marketing

- inFocus
 - word is getting out; good “open” rate
 - Discussion re: suggestions for content
 - Not sure students understand basic information on MyValley
 - “MyLink”
 - Need to check Valley email
 - Information on how to link to Valley email
 - Free software;
 - Student emails IT; IT verifies student ID, sends info to Microsoft; Microsoft sends link to student
 - Admission “zooms” with students
 - Provide user ID/password; resetting password
 - Per Sarah, TY to IT for assistance in implementation
 - Comment received that general departmental emails responses are very helpful and timely
- New social media staff person at Federated Digital Media
 - Available to assist with specific class/area
- New paid social/digital media opportunities
 - Over the Top TV: alternative streaming devices
 - New geo-targeting effort focusing on stop outs/lapsed students; focusing on Summer 2
- Question re: efforts for Kalamazoo Promise students
 - Per Coty, efforts in progress
 - 5/20: K-Promise NSO day; likely a June date as well

Retention

- Academic Probation
 - Data reviewed
 - Evan to share
 - Re-Up
- 150 Re-Up students have re-engaged
 - Data integration efforts in process w/SalesForce
 - Provides better/more robust information
- Placement Test Forms
 - Only handful have needed to complete questionnaire
 - Many students have already uploaded test scores
 - TX emails have been sent; should see uptick in submissions
 - Testing center is extremely busy
- Fall Marketing Campaign
 - Discussions underway; working to do more focused messaging
- Google Docs
 - Evan compiled Google doc listing all Google docs that have been created; will share

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Student Success

- Advising/Counseling very busy
- Kalamazoo Promise: 42 grads
- Veterans Services: Drop-ins in process
- Transfer/Multicultural Services
 - Transfer event w/WMU and KVAAP students this week; additional events in process
 - B2B meeting weekly
 - S2S having issues connecting; may hold off until later
 - Strengths
 - Zoom events in process
- Students very appreciative of ability to connect

Institutional Support

- “Live” chat via website in development
 - Training next week
 - TY to IT for assistance
- Phone upgrade in process
- Student IDs to be issued remotely
 - Cathy to provide info to Erin for inFocus and web page updates

IR

- Enrollment
 - Summer: weirdest numbers ever
 - Likely +/- 1% of final number
 - Opportunity available for Summer 2
 - Question re how many have paid
 - Sara Herrmann can run reports
 - Question why 6 hrs is listed as full time for Summer
 - Dan to follow up; (followed up during meeting: 6 hrs was incorrect)
 - Fall
 - Down 27-30% v. down 6% in 2019
 - Numbers less strange than Summer
 - Too far out to project accurately
 - Discussion re continuing with initiatives to support students
 - Loaner laptops; access to free text books; free Microsoft Office software