Enrollment Retention Committee

August 13
10-11:30 a.m.
Your "comfy" spot

KalamazooVALLEY ™
community college

    I.   Approval of July 9 meeting minutes

    II.   IR Update

    III.   Marketing Update

    IV.   Target X Update
            a. SMS
            b. Cohort-based Success Scores
            c. Campaigns

    V.   Recruitment-based Software System

    VI.   Inside Out

    VII.   College Completion Corps Grant

   VIII.   ALEX Communication

    IX.   Departmental Updates

Enrollment-Retention Committee
July 9, 2020

Present: Bell, E.; Cederberg, A.; Coates, D.; Collins, M.; Depta, L.; Dominianni, Dunten, C.; Eagan, P.;
           Gearig, C.; Hubbell, S.; Johnson, K.; Labadie, T.; Marsh-Peak, A.; Mondoux, D.; Pauken, E.;
           Pauken, M.; T Reynolds, B.; Thomas, L.; Voss, C.; Welsh, T.

Absent: Adams, M.; Almeda, C.; Colella, C.; Corbett, T.; Cool, L.; Cosby, L.; Fontaine, A.; Herrmann, S.;
           LaPenna, J.; Lueth, B.; Nielsen, N.; Ross, C.;

Minutes of 6.11.20 were approved as presented

Follow up items from June 11
- Logistic Task Force: Procrastinators/Late Deciders: <mark>EVAN</mark>
    - *Meeting weekly re:*
        - *Managing drop-in appointments*
            - *For all departments*
        - *Identifying possible on-campus events*
    - *Developing calendar and logistics*
    - *Per Mike, "holding areas" being identified where students would wait until time for appointment*
        - *Task force to advise Dannie/Mike re progress/appointments*
    - *Per Tim, IT hardware available for appointments; please advise needs*
- Dynamic Checklist Progress: <mark>EVAN</mark>
    - *Progress continues*
    - *Document reviewed*
    - *Will be "housed" behind MyValley*
    - *Link can be pushed to students*
    - *Discussion re: Financial Aid "placeholder"*
        - *Need to be mindful of content/messaging*
        - *May tie to billing status*
- ~~Previously Registered Class list: <mark>EVAN</mark> (forward to Angela)~~
- Technology Needs: Fall Students
    - <mark style="background-color:cyan">PAIGE</mark> to send questions/issue to Evan
    - <mark>EVAN</mark> to create "soft" survey; NOT to be part of registration process
    - *Computer package (only 1 laptop option) for purchase via Bookstore in process*
        - *Package cost is approx. $700*
        - *Per Alisha, temporary CARES application for purchase of computer/technology will be available 1 week prior to and first week of classes.*
        - *List of recommended specifications for use at KVCC to be sent along w/notification of funds to be received*
        - *Tim working to identify local hardware support vendors; info will be provided to students*
        - *Library will have CARES funding for hotspots*
            - *Will need to be careful in communicating this*

- *Discussion followed:*
  - *Question re: other options available*
    - *Laptop options not being offered due to additional logistic concerns re: shipping time, etc.*
  - *Concern raised re: cost*
    - *Laptops will be available from IT for students who choose to not purchase Bookstore option and cannot afford laptop*
      - *Need to reinforce necessary specifications for KVCC use*
    - *Presently have approximately 200 students who have checked out laptops*
- Addition of EMC students to displaying classes for which students were previously registered: TIM
- Registration Lab Dates: SARAH HUBBELL to send to Erin
  - *New Zoom links for Registration Lab Dates provided weekly*
    - *Marketing will continue to share*
- Information re: On-line Student IDs
  - ERIN to send verbiage to Deb Coates
  - EVAN to tie info into T-X messaging
  - COTY include in NSO information

Institutional Research
- Question re: conducting batch cancellation in August
  - Batch cancellation to be conducted
- Summer Enrollment
  - Has stabilized; full-time students are bulk of population
- Fall Enrollment
  - Historically, 45% of total enrollment realized in Fall and Winter, 10% in Summer
  - Currently, Fall has caught up to the level prior to fall schedule change
  - Students still seem to be holding off
  - Working on previous year comparisons
  - Data trending similar to previous month

Marketing
- Activity
  - New paid social and digital started July 6 - includes fall registration, safety on campus and we train heroes.
  - Meeting with Adams Outdoor Monday, July 13 - looking at spots on 94 and 131.
  - Paid radio/digital ads with the Touch radio station running July 13-Aug. 22. Ads feature Dr. Washington, Louis Thomas, Monteze Morales and Megan Pauken.
  - Special issue of KV Focus goes to the printer July 16.
  - Weekly Target X campaigns - rethinking fall plans.
- KV Focus+ Special Edition
  - Dropping first week of Aug
  - Going to 180,000
- FAFSA Completion
  - Specialized social media campaign beginning next week
  - Messaging also added to Web page
  - Per Alisha, FAFSA Hotline is her extension

Departmental Updates
- **Retention**
  - Target X
    - June update completed for testing
      - Included fix for 1:1 texting via TX
        - Evan to test this afternoon
        - If functionality good, will go live
- Special Populations Programming: PERKNS
  - Developing automated messaging to communicate info via Salesforce
    - Workflow will replace current manual process
- ALEX Messaging
  - Developing communication re:
    - Availability of test/working through modules
  - Planning to send automated messaging to students

Enrollment
- Individual outreach calls
  - Targeting March "engagers," to continue in pipeline
  - Good results so far
- Virtual Events
  - Number of opportunities to participate increasing
  - Making connections for KVCC virtual inclusion
    - Black Art Festival
    - Mid-Summer Youth Festival
      - Will be in-person, but KVCC materials will be available
- Kalamazoo Promise Student Orientation
  - Enables connection with counselors, Financial Aid, etc.
  - 26 participants today v. 2-10 previously
  - May do weekly sessions
- Viewbook
  - Final revisions underway
    - Had considerable student input
  - Will have interactive page in addition to PDFs
  - International Viewbook also in process
  - HUGE TY to Marketing
  - Discussion re: dissemination of Viewbook/information
    - Being sent to all community influencers
    - Per Linda, "Rethink your Choice for Fall" campaign specifically incorporates information; link to Viewbook included in messaging
    - Per Coty, staff is actively working with all Kalamazoo Promise prospects
    - Suggestion from Ezra to be sensitive to wording of messaging;
      - Need to foster/enhance good partnerships
    - Post Card campaign (2x/year) sent in May to juniors/seniors in Kalamazoo and Allegan Counties

International

- Per Federal Guidelines, international students MUST have physical-presence instruction
  - KVCC will implement hybrid curriculum
    - Messaging in process to international and guest students re: curriculum
      - Indicates need for some in-person classes (per Federal Guidelines)
      - Includes link to Fall 2020 class list
      - Conveys "welcoming message; you're a part of KVCC Community"
    - Per Erin, good feedback from students
      - Erin to send Fall 2020 In-person/Hybrid Class list to committee
  - Question re: KVCC responsibility for reporting
    - International Student Services submits
      - Operational report (SEVP) identifying hybrid curriculum
      - Individual student report, sent after beginning of semester, verifies that student is NOT enrolled in full-remote curriculum

Financial Aid

- FAFSA Army
  - TY to all for staff support
  - 25 strong
  - Training continues
  - Will be extremely helpful to Financial Aid Staff

Student Success

- Outreach
  - Big Brothers/Big Sisters Teen Center
    - 7/17, 12 – 3
    - Admissions, Financial Aid, Counseling presence
  - Urban Alliance possible future site
- New Student Orientation
  - Response increased after revising email
  - 26 Kalamazoo Promise students currently participating
- Voter Registration Initiative in planning stages
  - Coty to send info to
    - Alisha: Title IV requirement
    - Kathy Johnson/Dan: Accreditation requirement

Early Middle College

- Wrapping up loose ends

Institutional Research
Enrollment and Student Characteristics Report
Fall 2020
3 Weeks Prior to First Day (8/13/2020)
All Students

Enrollment	2019	Numerical Change	2020	Percent Change
Total Students	5,976	-902	5,074	-15.1%
Credit Hours	52,239	-7,392	44,847	-14.2%
Contact Hours	990,344	-137,288	853,056	-13.9%

Crd Hr Target Tracking: 2021
8/13/2020
44,764

Credit Hr Target	% of Goal
135,000	33%
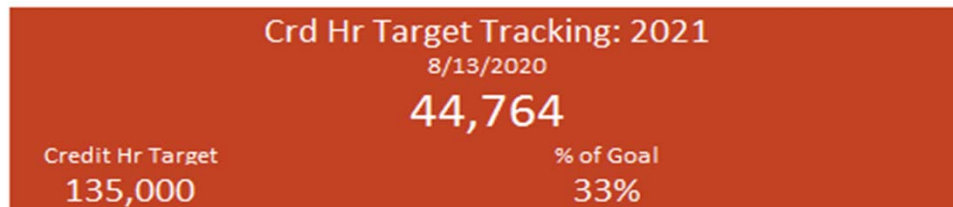
Class Load	2019	Numerical Change	2020	Percent Total	Percent Change
Full Time	2,023	-324	1,699	33.5%	-16.0%
Part Time	3,953	-578	3,375	66.5%	-14.6%

Student Characteristic	2019	Numerical Change	2020	Percent Total	Percent Change
New: FTIAC	690	-206	484	9.5%	-29.9%
New: Transfer	256	-78	178	3.5%	-30.5%
New: High School	389	-53	336	6.6%	-13.6%
New: Guest	141	-22	119	2.3%	-15.6%
Returning: Prior	3,763	-364	3,399	67.0%	-9.7%
Returning: Not Prior	737	-179	558	11.0%	-24.3%

Gender	2019	Numerical Change	2020	Percent Total	Percent Change
Female	3,368	-387	2,981	58.8%	-11.5%
Male	2,578	-512	2,066	40.7%	-19.9%
Unknown	30	-3	27	0.5%	-10.0%

Tuition Residency	2019	Numerical Change	2020	Percent Total	Percent Change
In-District	4,515	-793	3,722	73.4%	-17.6%
Out of District	1,380	-115	1,265	24.9%	-8.3%
Out of State	52	0	52	1.0%	0.0%
International	29	6	35	0.7%	20.7%
Unknown	0	0	0	0.0%	N/A

Race/Ethnicity	2019	Numerical Change	2020	Percent Total	Percent Change
American Indian	53	-12	41	0.8%	-22.6%
Asian	123	-22	101	2.0%	-17.9%
Black	562	-134	428	8.4%	-23.8%
Hispanic	391	-28	363	7.2%	-7.2%
Pacific Islander	6	1	7	0.1%	16.7%
White	4,414	-712	3,702	73.0%	-16.1%
International Student	36	3	39	0.8%	8.3%
Two or More	248	-20	228	4.5%	-8.1%
Unknown	143	22	165	3.3%	15.4%

American Indian' includes Alaska Native, 'Black' includes African American, 'Pacific Islander' includes Native Hawaiian, and 'Hispanic' includes Latino

Age	2019	Numerical Change	2020	Percent Total	Percent Change
17 and Under	724	-67	657	12.9%	-9.3%
18 to 19	1,576	-326	1,250	24.6%	-20.7%
20 to 24	1,944	-219	1,725	34.0%	-11.3%
25 to 29	714	-119	595	11.7%	-16.7%
30 to 34	395	-70	325	6.4%	-17.7%
35 to 39	219	-15	204	4.0%	-6.8%
40 to 49	258	-65	193	3.8%	-25.2%
50 to 59	111	-33	78	1.5%	-29.7%
60 and Over	14	1	15	0.3%	7.1%
Unknown	21	11	32	0.6%	52.4%

First Time (FTIAC) Students High School Attended

Category	School or District	2019	Numerical Change	2020	Percent Change
In-District	Climax-Scotts	0	0	0	N/A
	Comstock	18	-10	8	-55.6%
	Galesburg-Augusta	13	-9	4	-69.2%
	Gull Lake	19	-2	17	-10.5%
	Kalamazoo - Rollup	79	-27	52	-34.2%
	Kalamazoo Central	32	-9	23	-28.1%
	Loy Norrix	40	-17	23	-42.5%
	Kalamazoo Public	7	-1	6	-14.3%
	Mattawan	30	-7	23	-23.3%
	Parchment	14	0	14	0.0%
	Portage - Rollup	115	-41	74	-35.7%
	Portage Central	61	-11	50	-18.0%
	Portage Northern	43	-20	23	-46.5%
	Portage Public	11	-10	1	-90.9%
	Private In-District - Rollup	18	-9	9	-50.0%
	Kalamazoo Hacket	3	1	4	33.3%
	Kalamazoo Christian	13	-11	2	-84.6%
	Heritage Christian	1	2	3	200.0%
	Private In-District	1	-1	0	-100.0%
	Schoolcraft	2	-2	0	-100.0%
	Vicksburg	39	-16	23	-41.0%
	Total: In-District	**347**	**-123**	**224**	**-35.4%**
In-District	Adult or Other Alternative	5	-5	0	-100.0%
	Home School	9	-4	5	-44.4%
	International	1	-1	0	-100.0%
	Out of State	25	-7	18	-28.0%
	Not Indicated	9	7	16	77.8%
	Total: In-District	**49**	**-10**	**39**	**-20.4%**

Category	School or District	2019	Numerical Change	2020	Percent Change
Other	Allegan	5	8	13	160.0%
	Bangor	8	-7	1	-87.5%
	Benton Harbor	0	0	0	N/A
	Bloomingdale	0	5	5	N/A
	Covert	0	0	0	N/A
	Decatur	4	-2	2	-50.0%
	Delton-Kellogg	11	-6	5	-54.5%
	Dowagiac	0	1	1	N/A
	Fennville	0	0	0	N/A
	Gobles	5	3	8	60.0%
	Hamilton	2	-1	1	-50.0%
	Hartford	11	-6	5	-54.5%
	Hastings	1	-1	0	-100.0%
	Hopkins	3	-1	2	-33.3%
	Lawrence	7	-7	0	-100.0%
	Lawton	6	-5	1	-83.3%
	Martin	4	-2	2	-50.0%
	Mendon	4	-3	1	-75.0%
	Middleville/Thornapple Kellogg	1	2	3	200.0%
	Otsego	25	-10	15	-40.0%
	Paw Paw	23	0	23	0.0%
	Plainwell	45	-12	33	-26.7%
	Saugatuck	0	0	0	N/A
	South Haven	4	-1	3	-25.0%
	Sturgis	18	-9	9	-50.0%
	Three Rivers	22	-12	10	-54.5%
	Wayland	7	0	7	0.0%
	Other-in-State	78	-7	71	-9.0%
	Total: Other	**294**	**-73**	**221**	**-24.8%**

Crd Hr Target Tracking: 2020
8/13/2020
144,228

Credit Hr Target	% of Goal
145,000	99%

Crd Hr Target Tracking: 2021
8/13/2020
44,764

Credit Hr Target	% of Goal
135,000	33%