

Enrollment-Retention Committee

December 9, 2022

Present: C. Almeda, E. Annis, N. Bergan, A Cederberg, K. Denman, M. Dunnebeck, A. Fontaine, C. Gerig, A. Marsh-Peek, D. Mondoux, A. Moore, M. Morales, E. Pauken, J. Selmon, A. Scheffler-Martin, E. Shufro, L. Thomas.

Absent: M. Adams, E. Bell, D. Coates, C. Cockerel, C. Colella, E. Dominianni, P. Eagan, S. Herrmann, S. Hubbell, T. Labadie, J. LaPenna, T. McFadden, C. Ross, C. Taylor, M. Thompson T. Welsh.

I. Welcome

- Evan introduced Erin Bishop, Administrative Assistant in the President's office. Erin provides support to Tracy LaBadie, Allison Moore and Evan, and will be assuming scribe duties for the Enrollment-Retention committee in January.

II. Minutes of October 14, 2022 were approved as presented; motion by A. Cederberg, supported by D. Mondoux.

III. IR Update – Dan Mondoux

- Fall unchanged for past few weeks
- Winter
 - Similar to last week
 - Credit hours
 - Can expect approximately 2000 per week
 - Percentage of total credit hours better v. last week
 - Contact Hours
 - Better on two fronts
 - Absolute and percentage
 - Returning prior students are majority of current enrollees
 - Discussion re: International Students
 - Looks good, but percentage will decline (testing, orientation, etc.) as they work through registration
- Per, Evan, additional persistence trends to be available next month
 - 2nd week adds half as many as 1st week

Enrollment-Retention Committee
December 9, 2022

IV. Marketing Update

- Canvas notes reviewed
 - Members reminded to advise Erin Dominianni of info to be included
- Marketing sub-group
 - Meets weekly (Mon a.m.), brainstorms short-term options to boost enrollment
 - Social Media
 - Winter 2023 students in pipeline but needing to complete testing, NSO, etc.
 - Prospective students Fall 2021 or later
 - Recent stop outs, Fall 2021 or later
 - Get It Done
 - Same groups as above

V. EDU Update

- Cheryl reviewed a power point presentation highlighting recent changes in the EDU department
 - Cheryl is Chair
 - Anna Fontaine is development coordinator for Eng/Reading and point person for the area
- State of Michigan collapsed grade bands (5 v.2)
 - Created challenges for teachers wanting to move in/out of bands
 - WMU redeveloped/recertified program
- New classes to be offered (evening and Zoom)
 - 3 in Winter 2023; 3 in Fall 2023
 - Developing
 - 2 Associate Degrees: AE; AAS
 - ALL WILL TRANSFER
 - Working on some Secondary courses
 - WMU not ready for Secondary courses as of yet
- Discussion
 - Question why state made change
 - More data
 - More control of curriculum
 - Re AAS:
 - Question if it will fall into CTE
 - Per Cheryl, will not roll out as Perkins eligible initially

Enrollment-Retention Committee
December 9, 2022

VI. Target X Insights Demo

- Information is
 - focused on enrollment
 - Geared for 4-years, but some components applicable to 2-years
 - Based on student's identified beginning date for classes; not total enrollment
- Event module can pull data for ALL, not just enrolled
- Discussion
 - May look into additional iPads to track enrollment at events
 - Will address any firewall issues with signing in
 - May sign in off-line
 - Will have to monitor duplicates
 - Question re: use by program Directors and Chairs
 - Facilitate better discussion/connection w/students
 - Per Evan, data is aggregate, but reports can be pulled

VII. Student Services Matrix

- Document aligns with Strategic Initiatives
- Has not been updated post-pandemic
- Succinctly captures components of student's journey
 - Programs
 - Departments
 - Events
- Committee split into breakout groups for updating

ENROLLMENT-RETENTION COMMITTEE

DEPARTMENTAL UPDATES

12.9.22 / 11.18.22

ENROLLMENT MANAGEMENT

- This week we will be helping our new students maneuver the campus and help make them feel welcome.
 - The beginning of a new semester is always exciting for us.
- I'd like to extend a huge thank you to everyone who helped in any small or large way with helping us with Winter Enrollment.
 - I know everyone plays a part, so thank you.
 - We in the Enrollment Department depend on each and every one of you to help students jump through the many hoops necessary to become a KVCC Cougar.
 - Hope you all have a terrific semester.
- We will be concentrating our efforts now, on closing the gap with our high school students before the end of their school year. Building relationships with our future students help us teach them that KVCC is the best place for them to start college. Help us spread the word... KVCC can help if you just want to take a couple of classes this summer to lighten your fall load; if you want to save a lot of money on your college education; if you want a career in a skilled trade field; perhaps you want a new career or are working toward a promotion; or if you want to earn a degree taught by teachers with advanced degrees. We can help anyone wishing to improve their future.

INSTITUTIONAL SUPPORT

Topics Heat Map

August 2022

184	100	54	36	27	21
Class	How-to-Find	Fall-Semester	Requirements	Email	Not-Working
75	148	58	37	28	22
Options	How-To	Registration	KVCC	ID	Test
40	57	70	38	30	72
Account	Unable-To	Log-In	Financial-Aid	Tuition	Eligibility
36	36	38	39	31	25
Transcripts	Password	Tell-Me-More	Contact	How-To-Get	Online

September 2022

147	99	50	32	24	19
Class	Options	Program	Financial-Aid	Requirements	Winter
80	117	54	34	24	19
How-To-Find	How-To	Application	Unable-To	Access	Is-It-Required
45	53	61	39	25	20
KVCC	Contact	Tell-Me-More	Email	Eligibility	Forgot
32	33	37	45	30	21
Hot-To-Get	Registration	Password	Log-In	Student	Location

October 2022

115	75	34	27	20	16
Class	Options	Registration	Requirements	Forgot	Is-It-Required
53	87	43	29	21	16
How-To-Find	How-To	Program	Log-In	Eligibility	Change

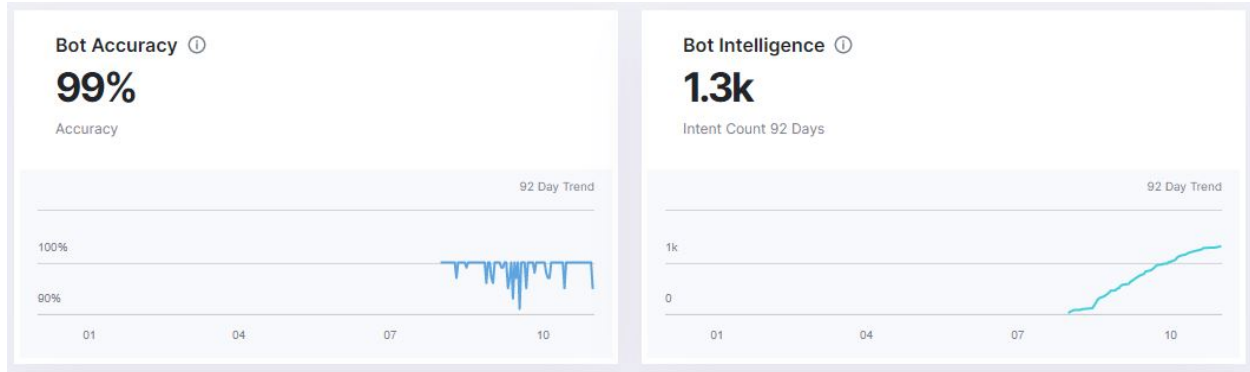
ENROLLMENT-RETENTION COMMITTEE

DEPARTMENTAL UPDATES

12.9.22 / 11.18.22

33	37	44	33	21	17
Account	Unable-To	Tell-Me-More	KVCC	Appointment	Negative
24	29	30	33	22	18
Winter	Password	Contact	Email	Access	How-To-Get

August 2022 – October 2022



Sample of Questions submitted:

August

- how can I access my degree works
- how do I access my email as a new student
- how do I access my student email
- how do I find the steps for online orientation
- how do I get to my virtual classes
- how do I make an appointment with my counselor to sign up for classes
- how do I upload my transcript
- how do you sign up for trade classes
- how many credits is your writing literature class
- how much does one class cost
- how to switch programs
- I am trying to login in KVCC account
- I am trying to log into my valley
- I don't know my valley number
- I need a release of information form
- I need to log into my account
- What's my GPA
- when is the first day of class
- when will classes be released on canvas
- where is the fall course catalog
- where is the page where I can see what classes I still need to take
- where's my GPA
- where's my grades
- where's my transcript
- will there be a beekeeping course offered this fall

September

- can I take classes for a bachelor's degree at KVCC
- classes offered
- how can I get my KVCC id card
- how do I attend online classes

ENROLLMENT-RETENTION COMMITTEE

DEPARTMENTAL UPDATES

12.9.22 / 11.18.22

- how do I enroll in a class
- how do I get funds for my education
- how do I get into an online class
- how do I transfer financial aid money to my personal account
- how to find my GPA
- how to set up CANVAS
- I am looking for the sap form I am required to fill out at the end of each semester to continue my financial aid
- I can't find my acceptance letter so I can't log in to my valley
- I have applied for the fall semester and have been accepted how do I enroll in an online class
- I need a copy of my college transcript pleas
- is classes online an option
- is there availability in the following classes crn 10253 and 10775
- looking for a cooking class that my 15-year-old can do
- looking for employment opportunities
- noncredit classes
- reset login password
- starting a new class for the center for new media at the downtown campus where does one park
- what is hum 203
- when will mus 131 and mus 132 next be offered
- where can you find contact hours
- where can I request my transcripts
- where can I sign up for the valley care

October

- are you offering any art classes
- are your classes on quarters or trimesters
- can you please tell me about the criminal justice program
- can you tell me the tuition without financial aid
- do senior citizens age 65 have to pay to audit classes
- does KVCC have medical imaging tech courses available
- how can I schedule a time to take a test at the testing center
- how do I find the classes that start October 26th
- how do I sign up for knife skills 101
- how do I register for the community classes
- how many weeks per class
- how much are your classes per credit hour
- how to find degree works
- how to schedule an exam at the testing center online
- I am interested in the sustainable horticulture program, not sustainable foods
- I need to sign up for a test
- I would like to know more info about the new sustainable horticulture program
- I'd like to register for the holiday community appetizer cooking class on November 12th two spots, please
- one to register for community ed
- register for community life enrichment
- want to take the kombucha class not sure how to sign up
- what does standard lab mean when signing up for an asynchronous online course
- what is the deadline to drop a class that started 9/27
- who do we schedule the visit with
- would like to create an account

ENROLLMENT-RETENTION COMMITTEE

DEPARTMENTAL UPDATES

12.9.22 / 11.18.22

Programs requested

- personal finances program
- audio engineering program
- diesel mechanic programs
- radiography program
- economics program
- dietician program
- occupational therapy program
- sonograph program
- CDL driving program
- court reporting or paralegal
- veterinary programs
- surgical tech program
- radiology tech program
- communication programs
- fashion programs
- architecture program
- radiologic technology or radiographer
- x ray techs
- cosmetology program
- law program
- physician assistant program
- medical imaging tech

MARKETING



Calendar List View Export

January 10, 2023 - January 21, 2023

This calendar export gives you insight on publishing content.

Tue, Jan 10, 2023

**Kalamazoo Valley** kzoovalley

Sent Post

Tue, Jan 10, 2023 12:07 pm

Calling all Kalamazoo-area Black artists!

In collaboration with the Black Arts and Cultural Center, the Kalamazoo Institute of Arts and the Metropolitan Kalamazoo branch of the NAACP (National Association for the Advancement of Colored People), Kalamazoo Valley Community College's Center for New Media will host an exhibition of works by local Black artists in February 2023.

Kalamazoo Valley students are encouraged to apply, but the exhibition is open to all Black artists.

Entries are due by Jan. 27. Get details on entering here at the link in our bio.

**#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI
#Kzoo #KalamazooMichigan #CollegeStudents
#MichiganCollegeStudents #KzooArtists #KalamazooArtists #KzooArt
#BlackArtists #SupportBlackArtists**



by Krystal V.



**Kalamazoo Valley** kzoovalley

Sent Post

Tue, Jan 10, 2023 12:07 pm

The last day to drop or add first 14-, 12- and seven-week classes is Jan. 15. And second 12-week classes begin Jan. 24!

Need help with your class schedule? No appointment is necessary to see an advisor or counselor through Jan. 13. Simply stop by Room 9300 on the Texas Township Campus or Room 120 at Anna Whitten Hall to see someone.

You can also call 269.488.4040 to get in a virtual line and wait for a call back from an advisor or counselor.

**#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI
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#MichiganCollegeStudents**



by Krystal V.



**Kalamazoo Valley Community College**

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by Krystal V.

**Wed, Jan 11, 2023**

**Kalamazoo Valley Community College**

Scheduled Post

Wed, Jan 11, 2023 9:12 am

Looking for a quick snack or something for lunch while on the the Texas Township Campus?

The Cougar Cafe offers a wide variety of grab-and-go items, including sandwiches, salads and soup. Subway, located inside the Cougar Cafe, offers a full menu, including the new Subway Series, a new menu of 12 sandwiches that deliver flavor combinations that you will love. The Cougar Cafe on the Texas Township Campus is open Monday through Thursday 7:30 a.m. - 3 p.m.

Need some caffeine? The Coffee Den, located in the Student Commons on the Texas Township Campus, serves a variety of Starbucks beverages Monday - Thursday from 7:30 a.m. - 12:30 p.m.



by Krystal V.



**Kalamazoo Valley** kzoovalley

Scheduled Post

Wed, Jan 11, 2023 9:48 am

Join Kalamazoo Valley and Kalamazoo College as we pay tribute to Martin Luther King, Jr. and his legacy. The theme of this year's celebrations is unified around understanding the past, educating the present and moving toward the betterment of African American communities. Upcoming events include:

Jan. 13 | Echoes of the Past | 11 a.m. - Noon

Join us for a performance event that explores turning points, strengths and courage within the lives of African American women spanning over 150 years. This event is open to the public and will be located at Kalamazoo College's Stetson Chapel.

Jan. 13 | Understanding Race and Racism in U.S. History: Racialization Workshop for International Students | 4:30 - 6:30 p.m.

International students are encouraged to join this workshop designed for understanding the history of race, racism and racialization in the U.S. This event's location is currently TBD. To learn more, contact Trice Batson at tbatson@kvcc.edu.

Jan. 13 | 'Wakanda Forever' Movie Showing | 9 p.m.

Join us for a "Wakanda Forever" movie showing at Kalamazoo College's Dalton Theater at 9 p.m.

Jan. 16 | Critical Black Masculinity: From Birth of a Nation to Wakanda | 11 a.m. - Noon

Led by Jonathan Gayles, Ph.D., this enlightening presentation critically examines the representations and construction of Black masculinity.

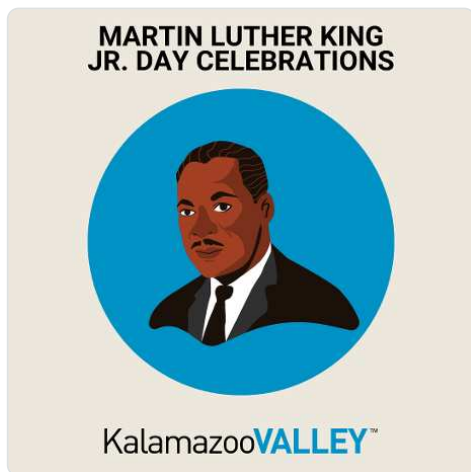
Jan. 16 | MLK, Jr. Day March and Wreath Laying Ceremony | 3:30 p.m.

All community members are welcome to join this event to pay tribute to the life of Dr. Martin Luther King, Jr. Participants will meet at 3:30 p.m. at Dr. Martin

Luther King Memorial Park in downtown Kalamazoo and will join a wreath-laying ceremony after marching. During the ceremony, community leaders will take part in speaking about MLK's life and legacy.

#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI

**#Kzoo #KalamazooMichigan #CollegeStudents
#MichiganCollegeStudents #MartinLutherKingJrDay #MLKJrDay
#MLKDay #HonorMartinLutherKingJr**



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#MichiganCollegeStudents**



by Krystal V.



**Kalamazoo Valley Community College**

Scheduled Post

Wed, Jan 11, 2023 2:02 pm

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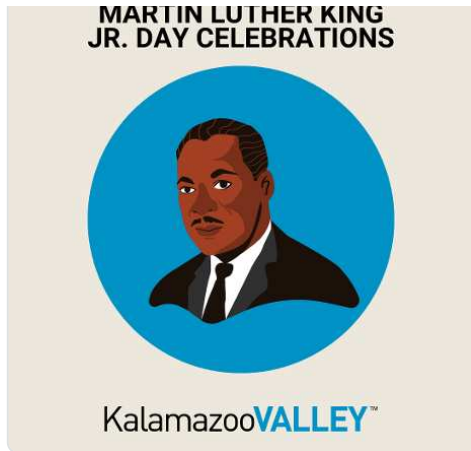
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 by Krystal V.



Thu, Jan 12, 2023

**Kalamazoo Valley** kzoovalley

Scheduled Post

Thu, Jan 12, 2023 9:31 am

Kalamazoo Valley's Big Chill is almost here!

Enjoy music, food, and fun and get all the information you need to make the Winter Semester 2023 great. Come learn about the resources, student activities and support available to all Kalamazoo Valley students.

Big Chill is happening:

Marilyn J. Schlack Culinary and Allied Health Building Lobby | Jan. 17 | 11 a.m. - 2 p.m.

Anna Whitten Hall Lobby | Jan. 18 | 11 a.m. - 2 p.m.

Texas Township Campus Student Commons | Jan. 19 | 11 a.m. - 2 p.m.

**#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI
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#MichiganCollegeStudents**



by Krystal V.



**Kalamazoo Valley Community College**

Scheduled Post

Thu, Jan 12, 2023 3:13 pm

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Texas Township Campus Student Commons | Jan. 19 | 11 a.m. - 2 p.m.



by Krystal V.



**Kalamazoo Valley Community College**

Scheduled Post

Thu, Jan 12, 2023 5:36 pm

Poet Ada Limón will be speaking to Kalamazoo Valley students in January as part of Kalamazoo Valley's "About Writing" Visiting Writers series.

Limón is the author of six books of poetry, including *The Carrying*, which won the National Book Critics Circle Award for Poetry. Her book *Bright Dead Things* was nominated for the National Book Award, the National Book Critics Circle Award, and the Kingsley Tufts Poetry Award. Her work has been supported most recently by a Guggenheim Fellowship.

She was the host of the critically-acclaimed poetry podcast, *The Slowdown*. She grew up in Sonoma, California and now lives in Lexington, Kentucky where she writes and teaches remotely. Her new book of poetry, *The Hurting Kind*, is out now from Milkweed Editions. She is the 24th Poet Laureate of The United States.

The free virtual event is at 3 p.m. Jan. 24. Register now at <https://bit.ly/3Pqxt4V>.

Photo credit to Lucas Marquardt.



by Krystal V.



**Kalamazoo Valley** kzoovalley

Scheduled Post

Thu, Jan 12, 2023 7:01 pm

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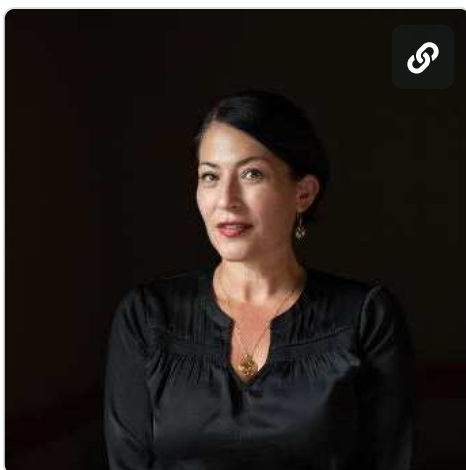
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The free virtual event is at 3 p.m. Jan. 24. Register now at the link in our bio.

Photo credit to Lucas Marquardt.

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#MichiganCollegeStudents**



by Krystal V.



Fri, Jan 13, 2023



Kalamazoo Valley Community College

Scheduled Post

Fri, Jan 13, 2023 8:46 am

Kalamazoo Valley Community College and our campuses will be closed Monday, Jan. 16, in observance of Martin Luther King Jr. Day.



by Krystal V.



**Kalamazoo Valley** kzoovalley

Scheduled Post

Fri, Jan 13, 2023 11:25 am

Kalamazoo Valley Community College and our campuses will be closed Monday, Jan. 16, in observance of Martin Luther King Jr. Day.

**#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI
#Kzoo #KalamazooMichigan #CollegeStudents
#MichiganCollegeStudents**



by Krystal V.



**Kalamazoo Valley Community College**

Scheduled Post

Fri, Jan 13, 2023 2:05 pm

Kalamazoo Valley and our Phi Theta Kappa chapter are hosting a blood drive in the Student Commons at Texas Township Campus on Thursday, Jan. 19. Appointments are available throughout the day.

Your donation will save up to 3 lives. You'll also be entered to win a trip for two to the Super Bowl LVII in Arizona, thanks to a partnership between the **American Red Cross Blood Donors** and the **NFL**. Get more details and sign up for an appointment at <https://bit.ly/3VTL1HZ>.

<https://kvcc.edu><https://kvcc.edu>

by Krystal V.

**Mon, Jan 16, 2023**

**Kalamazoo Valley** kzoovalley

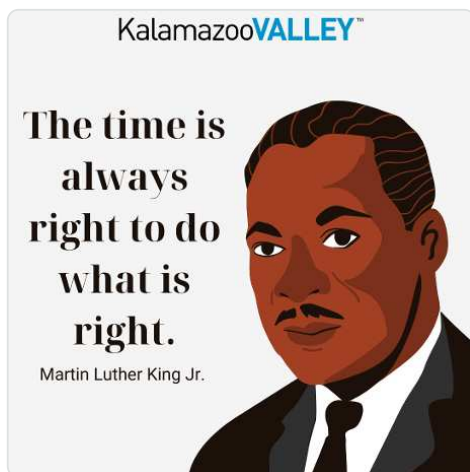
Scheduled Post

Mon, Jan 16, 2023 10:12 am

Today, we honor Martin Luther King Jr. and his fight for equal rights for all people.

Join us in our tribute by attending the MLK Jr. Day March and Wreath Laying Ceremony starting at 3:30 p.m. today at Dr. Martin Luther King Memorial Park in downtown Kalamazoo. After marching, there will be a wreath laying ceremony featuring community leaders speaking about MLK's life and legacy.

**#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI
#Kzoo #KalamazooMichigan #CollegeStudents
#MichiganCollegeStudents #downtownKalamazoo #downtownKzoo
#MLKJrDay #MLK #MLKJr #MartinLutherKing #HonoringDrKing**



by Krystal V.



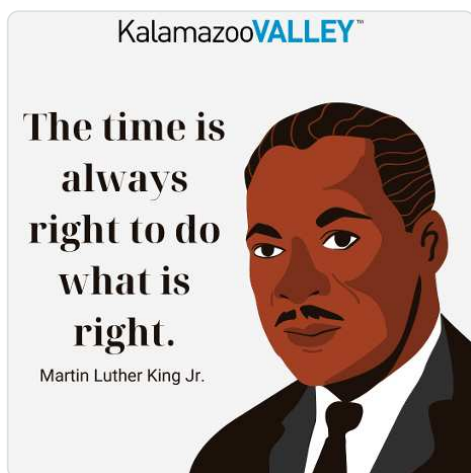
**Kalamazoo Valley Community College**

Scheduled Post

Mon, Jan 16, 2023 10:48 am

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by Krystal V.

**Tue, Jan 17, 2023**

Note

1/17/2023

Need Photo for Havirmill Cafe/418 Restaurant

by Krystal Vivan

**Kalamazoo Valley Community College**

Scheduled Post

Tue, Jan 17, 2023 11:15 am

Hungry for lunch?

Students in Kalamazoo Valley's Culinary Arts and Sustainable Food Systems programs put their training to work in the **Havirmill Cafe** and **418 Restaurant**.

The cafe offers grab-and-go options as well as a hot bar with freshly made entrees. The 418 provides table service and a weekly specialty menu. Both are located in the Marilyn J. Schlack Culinary and Allied Health Building, 418 E. Walnut St., in downtown Kalamazoo.

Havirmill Cafe (Monday- Friday from 11:30 a.m. - 1 p.m.)

Open: Jan. 17 - Feb. 16

Open: March 6 - April 13

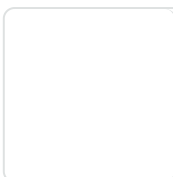
Closed for spring break: March 13-17

418 Restaurant (open Tuesdays and Thursdays from 11 a.m. - 12:30 p.m. by reservation only)

Open: Jan. 24 - Feb. 16

Open: March 7 - April 13

Closed for spring break: March 13-17

**Kalamazoo Culinary Dining - Kalamazoo Valley Community College**

by Krystal V.



**Kalamazoo Valley Community College**

Scheduled Post

Tue, Jan 17, 2023 1:15 pm

Get a sweat in for free on campus!

All currently enrolled students can use the Wellness and Fitness Center on the Texas Township Campus.

The center features:

- 40+ pieces of cardio equipment
- Complete line up of selectorized strength equipment
- Full-body circuit that's easy to follow
- Spacious yoga room
- Complimentary towels available
- Lockers upon request
- Locker room access with showers
- Pool access
- Free weight room

Wellness and Fitness Center hours are Monday - Thursday from 6 a.m. - 8 p.m. and Friday from 6 a.m. - 6 p.m.

The pool is open Monday, Wednesday and Friday from 11:30 a.m. - 1:30 p.m. and Tuesday and Thursday from 4:30 - 6:30 p.m.



by Krystal V.

**Wed, Jan 18, 2023**

**Kalamazoo Valley** kzoovalley

Scheduled Post

Wed, Jan 18, 2023 9:52 am

Western Wednesdays return in February!

If you're interested in transferring to @WesternMichU after you finish your program at Kalamazoo Valley, these events are for you. Find out what you need to know to transfer and get your four-year degree!

**#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI
#Kzoo #KalamazooMichigan #CollegeStudents
#MichiganCollegeStudents #WesternWednesday**



WESTERN WEDNESDAY

Are you interested in transferring to Western Michigan University?

Connect with advisors and admission representatives from Western Michigan University.

February 1 | 10 a.m. – 12 p.m.
Room 4230 TTC

February 15 | 10 a.m. – 12 p.m.
Room 4240 TTC

March 8 | 10 a.m. – 12 p.m.
Room 4230 TTC

*** March 22 On-Site Admissions Day**
9 a.m. – 4 p.m. | Room 4230 TTC

March 29 | 10 a.m. – 12 p.m.
Room 4230 TTC

April 12 | 10 a.m. – 12 p.m.
Room 4230 TTC



by Krystal V.



**Kalamazoo Valley Community College**

Scheduled Post

Wed, Jan 18, 2023 2:21 pm

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If you're interested in transferring to **Western Michigan University** after you finish your program at Kalamazoo Valley, these events are for you. Find out what you need to know to transfer and get your four-year degree!



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by Krystal V.

**Thu, Jan 19, 2023**

**Kalamazoo Valley Community College**

Scheduled Post

Thu, Jan 19, 2023 8:30 am

Are you wondering what to do after you complete your program at Kalamazoo Valley?

One option is to transfer to a four-year college or university to work on your bachelor's degree.

Representatives from various colleges and universities will be at the Student Commons on TTC during Transfer Tuesday events this semester. Look for them from 9 a.m. - 2 p.m. on these days:

Jan. 31

Feb. 14

Feb. 28

March 21

April 4

April 18



by Krystal V.



**Kalamazoo Valley** kzoovalley

Scheduled Post

Thu, Jan 19, 2023 9:53 am

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**#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI
#Kzoo #KalamazooMichigan #CollegeStudents
#MichiganCollegeStudents**



by Krystal V.

