

Enrollment Retention Committee

February 10, 2023

10 – 11:30 a.m.

- I. Welcome
- II. Approval of January meeting minutes
- III. IR Update (DM)
- IV. Marketing Update (ED/LD)
 - a. Canvas announcements
- V. Chatbot Report (CC)
- VI. One Stop Update/Pay Station (AC)
- VII. Enrollment Management Code of Ethics (AC)
- VIII. Equity in Retention Academy (NB)
- IX. Other
 - a. Resource from MCCA

The MCCA is hosting a webinar, Addressing the Enrollment Crisis at Michigan Community Colleges on [Wednesday, February 22, 2023 from 10:30 AM – Noon](#) in partnership with the Michigan College Access Network and the Office of Sixty by 30. The session will review the CEPI data, share college access resources from MCAN, student success resources from the Michigan Center for Student Success, and financial aid resources from the Office of Sixty by 30. Attendees will walk away with resources to reengage the class of 2022 and get a jump start on the class of 2023. College staff including administration, enrollment management, academic affairs, and student services will benefit from the session. Please [register](#) for the webinar. The recording and slides will be available after the session.

<https://zoom.us/j/98758838898?pwd=aDNtdmFQdmZ0NHE4aGtOUGo5Zm5UUT09>

Enrollment-Retention Committee
January 13, 2023

Present: M. Kay, E. Annis, N. Bergan, A. Cederberg, K. Denman, M. Dunnebeck, A. Fontaine, C. Gearig, A Marsh-Peek, D. Mondoux, J. Selmon, A. Scheffler-Martin, E. Shufro, D. Coates, C. Colella, E. Dominianni, P. Eagan, S. Hubbell, C. Taylor, M. Thompson, Sherry Postula

Absent: C. Almeda, A. Moore, M. Morales, L. Thomas, M. Adams, E. Bell, C. Cockerel, S. Herrmann, T. Labadie, J. LaPenna, T. McFadden, C. Ross, T. Welsh

I. Welcome

- Feb 7 air zoo 5:30-7:30 presentation to families for 7-9 about early middle college program

II. Minutes of December 9, 2022 meeting were approved as presented; motion by N. Bergan, supported by E. Dominianni.

III. IR Update – D. Mondoux

- Registration numbers down slightly from last week- this is peek of winter enrollment
 - In the next few weeks we will see students drop out, highest numbers are now
- Returning students out-number new students
- International students are up
- Persistence KPI Fall to net fall
 - Trends over time – based on students who are new to KVCC “New to KVCC cohort”
 - Fall of 2013 through fall of 2022
 - Higher Transfers from 2019-2020
 - Stop outs remained similar during this time frame
 - Stable 55-59% still enrolled
 - Full time students’ numbers were down in 2021 during the pandemic, but higher awards granted
 - Part time more influx, bouncing back in part
 - New to KVCC numbers are up, but lower awards granted
 - Unknown reasons for lower awards granted
 - Fall 2020 high transfers
 - Less people started in 2020
 - dip in numbers not loss of existing students, dip was no new students
 - Fall of 2021 also down
 - Monitoring these trends going forward
 - 2020-2021 numbers could have been affected by
 - a loss of flexible classes and loss of orientation helping to get people full time enrollment
 - Part time costs more – less financial aid help
 - Keep in mind this is a small chunk of our student body
 - We have much higher returning students
 - Training students beginning with us and staying with us

Enrollment-Retention Committee
January 13, 2023

- More adult students looking to obtain degree here not looking to transfer out
 - These numbers were generated before final 2021 numbers came in, but the difference will be finite
 - Discussion:
 - Reconnect – do we know who is new to us, vs previous students?
 - will review at next meeting where we are at with Michigan reconnect
 - Are these students coming back our previous students?
 - how can we reach out to those who are looking to reconnect outside of our previous students?
 - There are external factors effecting these numbers, trying to improve the margins but much is outside our control
 - Same factors influencing students going to college also affect them staying in college
- IV. Marketing Update – Erin D.
- Canvas:
 - Tutoring, when do we encourage students to seek it out? mid semester before drop dates
 - Things that are being pushed out to instructors that they are providing to their students month to month
 - Getting good feedback, will keep pushing
 - Can students get pop-ups, like for the teacher evaluation?
 - Can we have a pop up for tutoring or drop dates in their canvas when students log in? Would insure they see it and click ok
 - Eval kit is invasive – don't want to go to those extremes necessarily
 - Marketing
 - expanding advertising, in 5 local high schools doing digital advertising for 3 years starting this spring
 - Purchasing student names that have taking the SATs
 - KVFocus sent to printers 1/12
 - info on merit scholar winter spring, medical cannabis, spring enrollment
- V. Chat Bot - C Colella
- The Chat Bot started 2021-2022 school year
 - Mary Kay reads every message received by the bot
 - see where adjustments need to be made, interesting findings
 - issues when questions that we didn't expect but the bot learns based on the answers she provides
 - Able to see flow of activity
 - we get surge right before the semester begins
 - 11- 2pm and Thursday's are popular times
 - Desk top over mobile – but expect this to change over time

Enrollment-Retention Committee

January 13, 2023

- Financial aid and Register top questions over all
- Can drill down into heat map to see what students are specifically asking about
- Discussion: Impact and next steps
 - Cuts down on calls and questions that a human doesn't need to answer
 - Meredith directs questions outside the existing frame work to be addressed asap
 - In future will be able to see impact on call volume
 - Tim and Erin working to do self-services password resets for students through Microsoft
 - Seeing activity on weekend and holidays
 - Can see correlations between KVFOCUS and influx of certain questions

VI. MI Reconnect – A. Cederberg

- 2 reconnect bills passed in December – a third is being proposed
- Soon be able to implemented:
 - students will be able to withdraw from their reconnect money
 - a year after their first semester we will be charged fees for drawing from their money
 - the third year the student will have to pay
 - this will now be a policy that follows other states, follow SAP policy
 - If you withdraw a lot will no longer be eligible
 - Student can be making satisfactory process or a 2.0
 - Allows for us to have more tools to rehab a student's
 - When we monitor – it seems that students will need to earn 12 credit hours not just attempt but will have more time
 - Annual reporting will be increased significantly
 - Going to cover more things, previous Pell eligible programs only, looking to include more
 - 12 credits in an academic year
 - Out of district students will get Pell and reconnect, this language will most likely be corrected
- Discussion: Expected impact of these changes

VII. EP student services matrix – E. Pauken

- Helps to see internal gaps
- Part of the strategic plan
- Today's Goal: go through as sub groups and review and discuss the coding – is it listed as a program but should be listed as a tool?
 - Go through and narrow down primary FUNCTIONS for different components
 - Follow the guide provided to place these properly
- Committee Split into breakout groups for updating

ENROLLMENT-RETENTION COMMITTEE
DEPARTMENTAL UPDATES
2.10.2022

ADVISING AND COUNSELING

We have successfully shifted to hour-long appointments blocks Mon, Wed-Fri and to same-day appointments rather than drop-ins for Tuesday. Our goal is aim for 45-minute meeting with our students, with time for updating notes etc. This format will allow for some much needed time to create student plans in DegreeWorks and support students through their career exploration journey.

For same-day appointments students can call 269-488-4040 starting at 8am to schedule their half-hour appointment for the day. Since so many of our appointments are via phone or Zoom this allows for students to know when to expect their phone call or Zoom appointment. For students on campus, it allows them time to eat lunch or study, rather than waiting in a specific waiting area.

ENROLLMENT MANAGEMENT

Chelsie Taylor will be going to an onsite visit at Portage High School where they are going to have all their seniors fill out applications. Once this information is entered into our system then Chelsie can begin to build those necessary relationships with our future students.

Jonathan Selmon will be doing a “Get It Done” event with the Kalamazoo Promise staff at Phoenix High School the first week of March. They will help students complete their Promise applications, as well as have financial aid, KVAAP, and advising staff available to help students get ready for fall registration. We hope for this to be an eventful day at Phoenix High School.

This week our High School enrollment for winter is up 10.8% over last year. Our First time in any College enrollment is up 12.6% and our International Students are up 27% over last year. I’m very proud of the hard work that is happening in the Enrollment Management Department. We have huge goals to meet for fall, but we continue to push hard each week and are making progress. I am confident that this team will continue to prove that we can make a difference.

This Thursday the Enrollment team will be going to the FIC to learn more about the Horticulture Program so that we can push the information out into the community and help promote the program. If there are other programs that would like to give us highlights about their programs so we can do a better job of promoting them, please let me know, and I’ll arrange a time for you to come talk to our team. You can reach me at extension 4603.



Calendar List View Export

February 4, 2023 - February 18, 2023

This calendar export gives you insight on publishing content.

Mon, Feb 6, 2023



Kalamazoo Valley Community College

Sent Post

Mon, Feb 6, 2023 10:39 am

Looking to join the fastest growing industry in America? Kalamazoo Valley offers three cannabis certificates designed to provide job skills training for those interested in a cannabis-related career.

Three different certifications are available: Advanced Provisioning Center Associate, Cultivation Technician and Manufacturing Agent.

Each eight-week certificate program costs \$900.

Learn more at <https://kvcc.edu/cannabis/>



by Krystal V.





Kalamazoo Valley Community College

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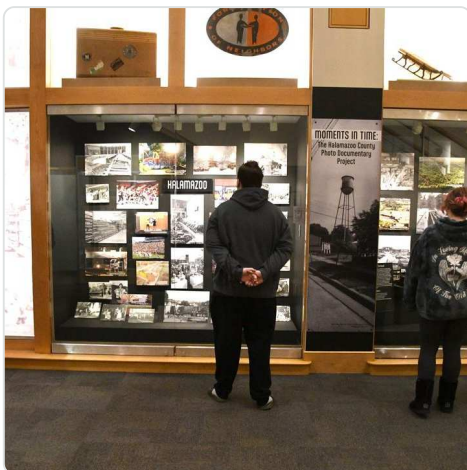
Explore nearly 40 years of Kalamazoo's history at the **Kalamazoo Valley Museum's** new exhibit, "Moments in Time: The Kalamazoo County Photo Documentary Project."

The project started off as a way to capture how life was in the city of Kalamazoo in 1984, during the city's 100th anniversary year. The result of this collaboration between community photographers and the Kalamazoo Valley Museum is a new exhibit featuring the work of 41 of the 152 photographers who participated in the project.

Recently, the organizers of the project and some of the photographers who participated gathered to view the exhibit at the museum. See all of the photos from the event here: <https://bit.ly/3JFr8lk>

The Kalamazoo Valley Museum is operated by Kalamazoo Valley Community College and is governed by its Board of Trustees.

Admission is free to exhibits and to the museum. The museum is open 10 a.m. - 4 p.m. Tuesday - Saturday, and noon - 4 p.m. Sunday. For more information, visit <https://bit.ly/3Rrg9Oe>.



by Krystal V.



Kalamazoo Valley kzoovalley

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Learn more at the link in our bio.

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



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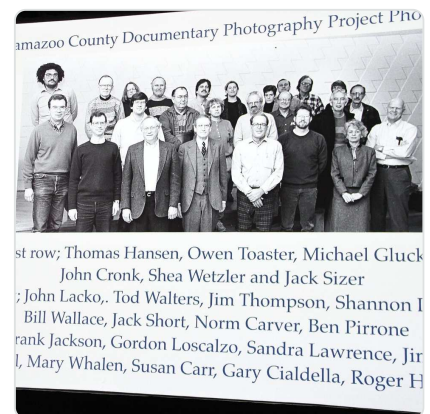
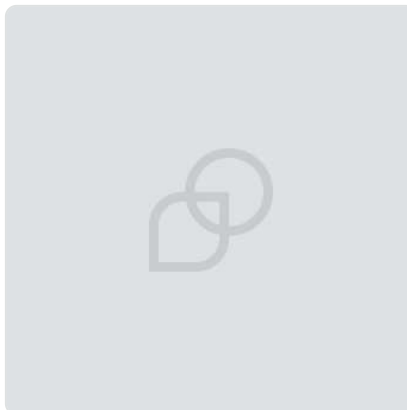
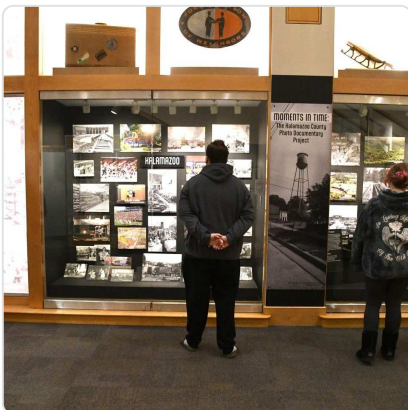
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#KalamazooHistory #KzooHistory #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #MichiganCollegeStudent



by Krystal V.



Kalamazoo Valley Community College

Sent Post

Mon, Feb 6, 2023 11:14 am

Hungry for lunch? The Havirmill Cafe is open Monday - Thursday from 11:30 a.m. - 1 p.m. through Feb. 16.

On the menu today:

Tortilla Chips, Salsa Fresca, Chipotle Crema

Quesadilla w/Chicken

Quesadilla w/Veggie & Bean

Tex-Mex Salad w/ Chipotle Crema

Poblano Potato Soup

The Havirmill Cafe is located in the Culinary/Allied Health Building at 418 Walnut St. in Kalamazoo.



by Krystal V.











 **Kalamazoo Valley** kzoovalley

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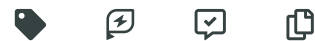
-  Muffuletta Sandwich
-  Sausage & Ham Jambalaya
-  Andouille Mac & Cheese
-  Veggie Sausage Mac & Cheese
-  Sautéed Greens Beans w/Cherry Tomatoes
-  Muffuletta Salad

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



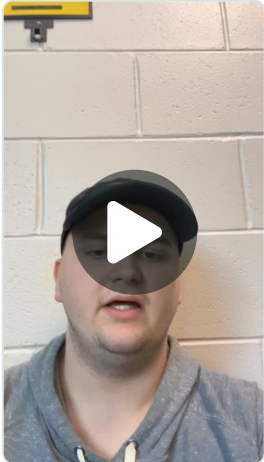
by Krystal V.





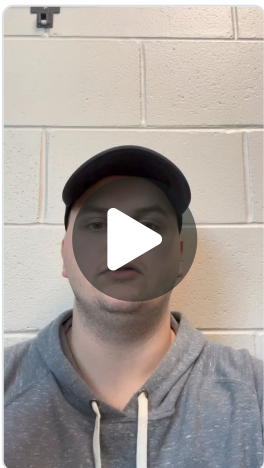
 **Kalamazoo Valley** kzoovalley
Sent Story

Mon, Feb 6, 2023 3:27 pm



 **Kalamazoo Valley** kzoovalley
Sent Story

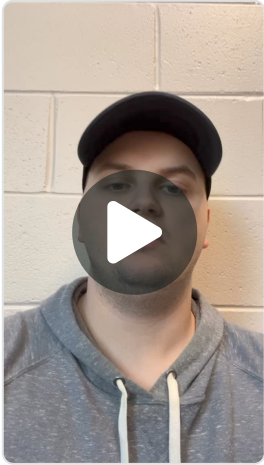
Mon, Feb 6, 2023 3:39 pm





 **Kalamazoo Valley** kzoovalley
Sent Story

Mon, Feb 6, 2023 3:46 pm



 **Kalamazoo Valley** kzoovalley
Sent Story

Mon, Feb 6, 2023 3:46 pm





 **Kalamazoo Valley** kzoovalley
Sent Story

Mon, Feb 6, 2023 3:52 pm



Tue, Feb 7, 2023



 **Kalamazoo Valley Community College**
Sent Post

Tue, Feb 7, 2023 11:30 am

Ready for lunch?





Kalamazoo Valley kzoovalley

Sent Post

Tue, Feb 7, 2023 1:17 pm

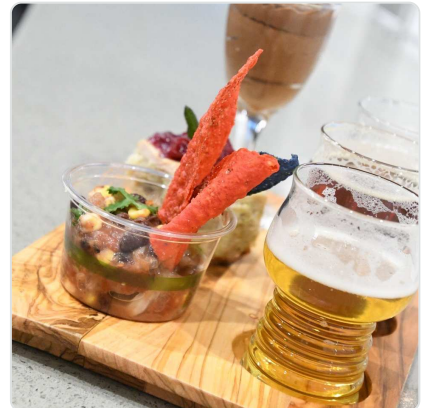
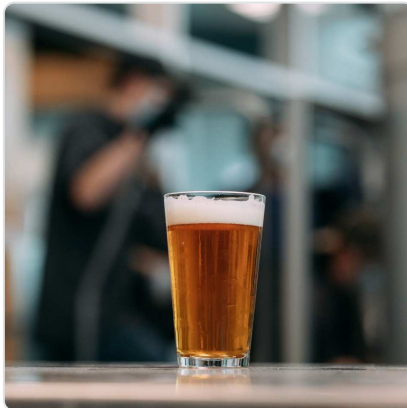
Taps on Tuesdays are back!

These happy hours are hosted by culinary and brewing students and staff and run from 4:30 - 6:30 p.m. at the Marilyn J. Schlack Culinary and Allied Health Building downtown.

Beer and food pairings, appetizers and wine are available for purchase. Walk-ins only; no reservations required.

Taps on Tuesday happens every Tuesday through April 18.

#TapsOnTuesday #StudentMadeBeer #BrewingSchool #CulinarySchool #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #MichiganCollegeStudents



by Krystal V.





Kalamazoo Valley Community College

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by Krystal V.



Wed, Feb 8, 2023



Kalamazoo Valley Community College






Scheduled Post

Wed, Feb 8, 2023 7:05 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:

-  Feb. 14
-  Feb. 28
-  March 21
-  April 4
-  April 18



by Krystal V.





Kalamazoo Valley Community College

Scheduled Post

Wed, Feb 8, 2023 8:54 am

Celebrate Black History Month by honoring Black history right here in Kalamazoo!

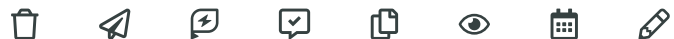
The **Kalamazoo Valley Museum** opened a new pop-up mini-exhibit that showcases Kalamazoo-related items collected by longtime local civil rights historian Murphy Darden, Sr., as well as highlights pieces Murphy created representing people, places and events in Kalamazoo history. The “Kalamazoo Through the Eyes of Murphy Darden” exhibit is on display through March 19.

Admission is free to exhibits and to the Kalamazoo Valley Museum. The museum is open 10 a.m. to 4 p.m. Tuesday – Saturday, and noon to 4 p.m. Sunday. For more information, visit <https://bit.ly/3I5DKb4>.

The museum is operated by Kalamazoo Valley Community College and is governed by its Board of Trustees.



by Krystal V.





Kalamazoo Valley kzoovalley

Scheduled Post

Wed, Feb 8, 2023 9:29 am

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#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #MichiganCollegeStudents #BlackHistoryMonth #KzooBlackHistory



by Krystal V.





 **Kalamazoo Valley** kzoovalley






Scheduled Post

Wed, Feb 8, 2023 1:38 pm

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Thu, Feb 9, 2023



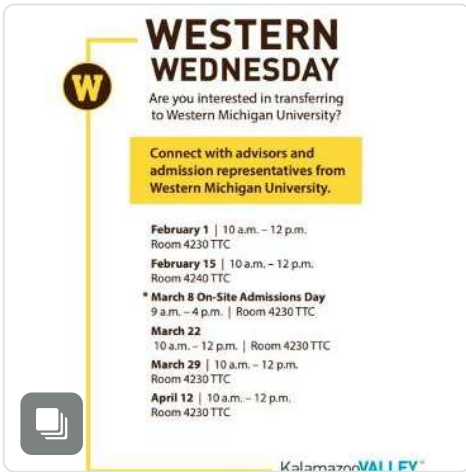
Kalamazoo Valley Community College

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Thu, Feb 9, 2023 8:29 am

Western Wednesdays are back!

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!



by Krystal V.





Kalamazoo Valley kzoovalley

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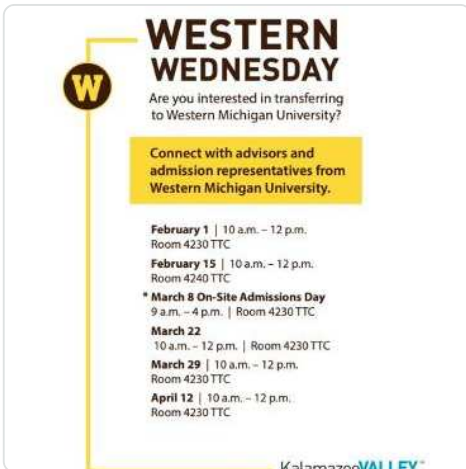
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If you're interested in transferring to Western Michigan University after you finish your program at Kalamazoo Valley, these events are for you. Find out what you need to know to transfer and get your four-year degree!

Note that the On-Site Admissions Day is now March 8.

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



by Krystal V.



Fri, Feb 10, 2023



 **Kalamazoo Valley** kzoovalley

Scheduled Post

Fri, Feb 10, 2023 11:45 am

Mental health is essential for all people, from small children to older adults.

The college's @KalamazooMuseum in downtown Kalamazoo is hosting a special storytime for children that'll touch on mental health. It's happening Saturday, Feb. 18, from 1-3 p.m.

Kids and caregivers will listen to the storybook "How Full is Your Bucket?" by Tom Rath. When the story is over, kids and caregivers can participate in an activity to reflect on what their own bucket of positive and negative interactions might look like.

Then visit the newly opened special museum exhibit "Mental Health: Mind Matters" on the third floor. Learn more about mental health and how to be kind to your mind.

Learn more at the link in our bio.

The Kalamazoo Valley Museum is operated by Kalamazoo Valley Community College and is governed by its Board of Trustees.

**#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI
#Kzoo #KalamazooMichigan #CollegeStudents
#MichiganCollegeStudents #MentalHealthMindMatters
#MentalHealthMatters #MentalHealth #HowFullIsYourBucket**





by Krystal V.





Kalamazoo Valley Community College

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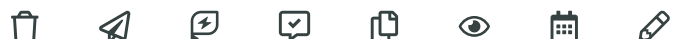
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Learn more at <https://kalamazoomuseum.org/exhibits>

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by Krystal V.



Mon, Feb 13, 2023



Kalamazoo Valley Community College

Scheduled Post

Mon, Feb 13, 2023 10:45 am

Get your snack on at the Texas Township Bookstore!

In addition to books and supplies, did you know you can buy munchies, including small candies, for as little as 10 cents, 25 cents and 89 cents?

All your favs are here:

-  Laffy Taffy
 -  Sour Patch Kids
 -  Gummy Bears
 -  Andes Crème de Menthe Thins
 -  Potato chips
 -  Welch's fruit snacks
 -  Pop-Tarts
 -  Crackers

 -  Chocolate-covered pretzels
 -  Peanuts and cashews
- And so much more!

The Bookstore is open from 8 a.m. to 5 p.m. Monday – Friday.



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



by Krystal V.



Tue, Feb 14, 2023



Kalamazoo Valley kzoovalley

Scheduled Post

Tue, Feb 14, 2023 1:00 pm

We asked faculty and staff: What was the most important book you read in college?

Here's what they said!

You can find out more about these books by checking out the ValleyREADS displays at TTC and AWH libraries and visiting our Most Important Book LibGuide on the library's website.

What is the most important book YOU read in college? Let us know about a book that is important to you at the link in our bio.

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



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by Krystal V.



Wed, Feb 15, 2023



Kalamazoo Valley Community College

Scheduled Post

Wed, Feb 15, 2023 8:56 am

It's now easier to reach out for help when experiencing a personal crisis.

988 has been designated as the new three-digit dialing code that will route callers to the National Suicide Prevention Lifeline (now known as the 988 Suicide & Crisis Lifeline).

When people call, text or chat 988, they will be connected to trained counselors who are part of the existing Lifeline network. These trained counselors will listen to the caller, understand how their problems are affecting them, provide support and connect them to resources, if necessary.



 by Krystal V.





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It's now easier to reach out for help when experiencing a personal crisis.

988 has been designated as the new three-digit dialing code that will route callers to the National Suicide Prevention Lifeline (now known as the 988 Suicide & Crisis Lifeline).

When people call, text or chat 988, they will be connected to trained counselors who are part of the existing Lifeline network. These trained counselors will listen to the caller, understand how their problems are affecting them, provide support and connect them to resources, if necessary.

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



by Krystal V.



Thu, Feb 16, 2023



Kalamazoo Valley Community College

Draft Post

Thu, Feb 16, 2023 10:25 am

Baseball and softball posts?



by Krystal V.



Fri, Feb 17, 2023



Kalamazoo Valley Community College

Scheduled Post

Fri, Feb 17, 2023 8:45 am

Submissions are now open for the Community College Innovation Challenge

In this national competition, teams of community college students, working with a faculty or administrator mentor, use STEM to innovate solutions to real-world problems. Ten selected teams will receive travel support to attend an Innovation Boot Camp in the Washington, D.C., metro area and compete for cash awards.

Applications are due March 30. Learn more and submit your team's project at <https://www.aaccinnovationchallenge.com/>



by Krystal V.





Kalamazoo Valley kzoovalley

Fri, Feb 17, 2023 11:50 am

Scheduled Post

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 by Krystal V.

