Enrollment Retention Committee July 20, 2023 10 – 11:30 a.m.

- I. Welcome
- II. Approval of May meeting minutes
- III. Marketing Update (ED)
 - a. Canvas announcements
- IV. IR Update (DM)
- V. Enrollment Events (AC)
 - a. Reconnect Week
 - b. Get it Done
- VI. <u>Strategic Enrollment and Retention Plan</u> (EP)

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

Enrollment Retention Committee

May 11, 2023

10 – 11:30 a.m.

Present: M. Thompson, S. Hermann, M. Adams, A. Fontaine, A. Moore, J. Selmon, E. Pauken, L. Depta, K. Denman, S. Hubbell, A. Cederberg, E. Dominianni, A. Marsh-Peek, D. Mondoux, E. Bell, D. Coates, E. Shufro, A. Scheffer-Martin

Absent: C. Almeda, K. Rivard, C. Gearig, C. Colella, C. Taylor, N. Bergan, M. Dunneback, M. Morales, L. Thomas, C. Cockerel, T. Labadie, J. LaPenna, C. Ross, T. Welsh, E. Shufro, D. Coates, P. Eagan, S. Postula

Guests: Angela Todd, Krystal

- I. Welcome E. Pauken
- II. Approval of April meeting minutes motion A. Cederberg, seconded: E. Dominianni approved
- III. Marketing Update (ED/LD)
 - a. Federated Media presentation
 - i. Managing Digital and Social Messaging in today modern media mix
 - 1. College has hired Federated Media to work with the Marketing team
 - 2. Presenters:
 - a. Angela Todd account manager
 - b. Krystal social media manager
 - 3. Presentation:
 - a. 2023 quarter 1 media data
 - b. Campaigns
 - b. Canvas announcements
 - i. Additions:
 - 1. Transfer student event
 - 2. Send additions to Erin D.
- IV. IR Update (DM)
 - a. Summer Semester Numbers:
 - i. Has not moved much in the last few weeks
 - ii. Looking to be returning to numbers seen prior to the down numbers from the last few semesters
 - 1. make up the majority of those we lost during the COVID years
 - iii. New transfer students are down for summer
 - iv. FTIAC's are up
 - v. Over the last 4 years average credit hours for students are over 6 credit hours
 - 1. it had previously been lower than 6 for summer, its been that way since the pandemic
 - 2. Traditionally in the summer see a dip in absolute numbers at the beginning that then balances out
 - a. right now, we are where we expect at the end of the semester

Enrollment Retention Committee

May 11, 2023

10 – 11:30 a.m.

- b. Second 8-week semester can cause a bump up
- vi. Goals:
 - 1. Work on culture to move the idea that summer is a time to take off
 - a. What can we do to build that culture and encourage students and build the movement in their studies as it is a great advantage to students to get more credits and raised completion rates
 - b. Vast # of students not taking summer are 25 older
 - c. MI reconnect students are vulnerable to dropping out
 - 2. Work to help students with economic concerns
 - a. In these weeks where we are seeing some downward movement in the fall we have some economic stance and that could be causing students to wait and see what happens with the debt ceiling
- vii. Fall Numbers
 - 1. Currently six weeks into fall registration
 - a. a trend the last few weeks shows numbers down significantly from where we hope to end up
 - i. Each year further behind than the previous where we end up
 - 1. Tendency for students to wait longer before enrollment
 - 2. You use to have to get in early to get something, there is a larger window and it's causing students to wait and drift numbers
 - ii. Numbers also can be skewed behind early due to the base pool growing
 - 2. Not gaining a lot with the shift of numbers in the math of averages
 - a. Big difference in female students, the down numbers are greater with female students, biggest effect.
 - b. Small increments in fall summer numbers, and winter numbers happen in a much larger quicker boom

V. <u>Strategic Enrollment and Retention Plan</u> (EP)

- a. Break down of work completed and changes made to the strategic Enrollment and Retention Plan
- b. Ed America worked with a consultant on enrollment
 - new student recruitment to grad/completion looking it under 4 main categories
 - 1. Enrollment growth
 - 2. Progression
 - 3. Diversity
 - 4. Competition, certification, licensing
- c. Break out groups to continue work

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

ENROLLMENT-RETENTION COMMITTEE DEPARTMENTAL UPDATES 7.20.23

MARKETING

JULY 2023

• Please see attached Calendar



Calendar List View Export

July 13, 2023 - July 29, 2023

This calendar export gives you insight on publishing content.

Thu, Jul 13, 2023



Kalamazoo Valley kzoovalley
Scheduled Post

Thu, Jul 13, 2023 12:54 pm

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Join us Friday, July 14, for the opening reception of the Center for New Media at KVCC's July Art Hop exhibit, "Echo Location."

This is a solo exhibit by local artist Colleen Woolpert.

Can't make it to Art Hop? The exhibit will be on display through August 10.

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

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Scheduled Post



() Kalamazoo Valley Community College

Thu, Jul 13, 2023 1:00 pm

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How I wish, how I wish you were here (watching the Pink Floyd light show at the **Kalamazoo Valley Museum** planetarium)

You could be! Enjoy a light show set to Pink Floyd's "Wish You Were Here" album every Saturday in July at 3:30 p.m. Tickets are \$3 for the planetarium show with free general admission to the museum.

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Get your tickets at https://kalamazoomuseum.org/planetarium



by Krystal V.

Calendar List View Export | 3 of 47



Kalamazoo Valley @kvcc Scheduled Post

Thu, Jul 13, 2023 1:55 pm

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by Krystal V.



Kalamazoo Valley kzoovalley
Scheduled Post

Thu, Jul 13, 2023 2:23 pm

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





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Kalamazoo Valley kzoovalley
Scheduled Post

Thu, Jul 13, 2023 3:08 pm

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On Saturday, July 15, at 11:30 a.m. and 1:30 p.m., the @KalamazooMuseum will show the 1958 version of "The Fly," starring Vincent Price. The free film will be shown in the Mary Jane Stryker Theater. Pre-registration is not required. Showtimes repeat on Saturday, Aug. 5.

The film is part of the activities for the museum's new "Splat! The Buzz About Flyswatters" exhibit, which features more than 1,000 flyswatters. Entry is free to the exhibit and to the museum. The exhibit continues through Jan. 7.

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 #ClassicFilms #VincentPrice

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by Krystal V.

Calendar List View Export | 6 of 47

sprout social

Scheduled Post



y Kalamazoo Valley @kvcc

Thu, Jul 13, 2023 3:14 pm

On Saturday, July 15, at 11:30 a.m. and 1:30 p.m., the **@KalamazooMuseum** will show the 1958 version of "The Fly," starring Vincent Price. The free film will be shown in the Mary Jane Stryker Theater. Pre-registration is not required. Showtimes repeat on Saturday, Aug. 5.

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Scheduled Post



() Kalamazoo Valley Community College

Thu, Jul 13, 2023 3:52 pm

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On Saturday, July 15, at 11:30 a.m. and 1:30 p.m., the **Kalamazoo Valley Museum** will show the 1958 version of "The Fly," starring Vincent Price. The free film will be shown in the Mary Jane Stryker Theater. Pre-registration is not required. Showtimes repeat on Saturday, Aug. 5.

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Scheduled Post



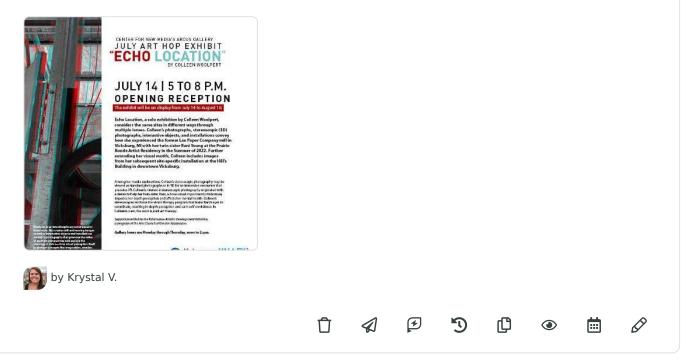
() Kalamazoo Valley Community College

Thu, Jul 13, 2023 4:19 pm

Join us Friday, July 14, for the opening reception of the Center for New Media at Kalamazoo Valley's July Art Hop exhibit, "Echo Location."

This is a solo exhibit by local artist Colleen Woolpert.

Can't make it to Art Hop? The exhibit will be on display through August 10.



Scheduled Post



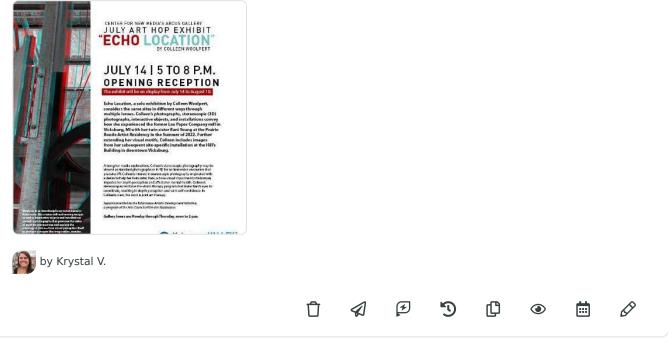
🍠 Kalamazoo Valley @kvcc

Thu, Jul 13, 2023 4:30 pm

Join us Friday, July 14, for the opening reception of the Center for New Media at KVCC's July Art Hop exhibit, "Echo Location."

This is a solo exhibit by local artist Colleen Woolpert.

Can't make it to Art Hop? The exhibit will be on display through August 10.



Fri, Jul 14, 2023

Scheduled Post



() Kalamazoo Valley Community College

Fri, Jul 14, 2023 9:40 am

"Budgeting is not just for people who do not have enough money. It is for everyone who wants to ensure that their money is enough." – Rosette Mugidde Wamambe

Make your future budget better by setting up a tuition payment plan, which will reduce how much debt you'll have after graduation.

Now is a great time to get this set up, because tuition for the fall semester is due at 7 p.m. Monday, July 17!

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Get your payment plan set up for the fall semester at https://mycollegepaymentplan.com/kvcc/





Kalamazoo Valley kzoovalley
Scheduled Post

Fri, Jul 14, 2023 11:22 am

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"Budgeting is not just for people who do not have enough money. It is for everyone who wants to ensure that their money is enough." – Rosette Mugidde Wamambe

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

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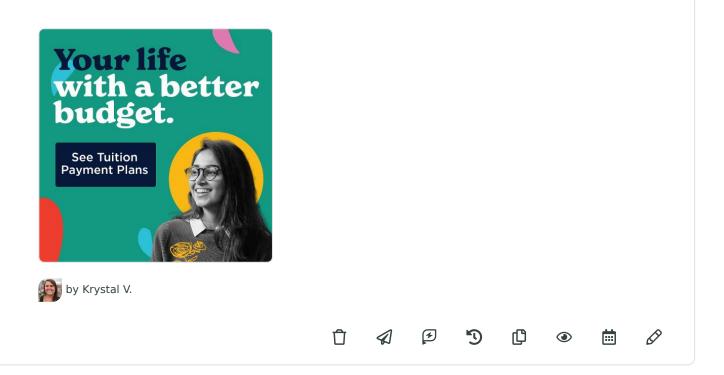


Kalamazoo Valley @kvcc

Fri, Jul 14, 2023 11:24 am

Tuition for the fall semester is due at 7 p.m. Monday, July 17!

That makes now a great time to set up a tuition payment plan, which will reduce how much debt you'll have after graduation. Get your payment plan set up for the fall semester at **https://mycollegepaymentplan.com/kvcc/**



Scheduled Post



y Kalamazoo Valley @kvcc

Fri, Jul 14, 2023 12:45 pm

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Everything is better when it's free — food, **@KzooGrowlers** tickets and college tuition.

See if you qualify for free college by attending one of the many events during Michigan Reconnect Week, July 17-22. Plus score free food and free Growlers tickets. **www.kvcc.edu/reconnect**.





() Kalamazoo Valley Community College

Fri, Jul 14, 2023 12:56 pm

Everything is better when it's free.

Free food.

Scheduled Post

Free Kalamazoo Growlers tickets.

Free college tuition.

Join us as we celebrate Michigan Reconnect Week with a series of fun events next week, July 17-22!

Michigan Reconnect pays the remaining balance of in-district tuition and mandatory fees after other state and federal financial aid have been applied for adults 25 and older who do not have a degree.

See if you qualify for free college by attending one of the many events during Michigan Reconnect Week. Plus score free food and free Growlers tickets. Learn more at **www.kvcc.edu/reconnect**.

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Kalamazoo Valley kzoovalley Scheduled Post

Fri, Jul 14, 2023 1:00 pm

Everything is better when it's free.

Free food.

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







Calendar List View Export | 16 of 47



Sun, Jul 16, 2023



Kalamazoo Valley Community College
Scheduled Post

Sun, Jul 16, 2023 4:37 pm

Early registration tuition for the Fall 2023 semester is due at 7 p.m. Monday, July 17! If you sign up for classes after July 17, payment is due within five business days.

Make sure you have your financial aid finalized and your tuition is paid or you have a payment plan set up.

Need help? Reach out to the Financial Aid office at https://www.kvcc.edu/admissions/finaid/





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Kalamazoo Valley kzoovalley
Scheduled Post

Sun, Jul 16, 2023 7:57 pm

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Early registration tuition for the Fall 2023 semester is due at 7 p.m. Monday, July 17! If you sign up for classes after July 17, payment is due within five business days.

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

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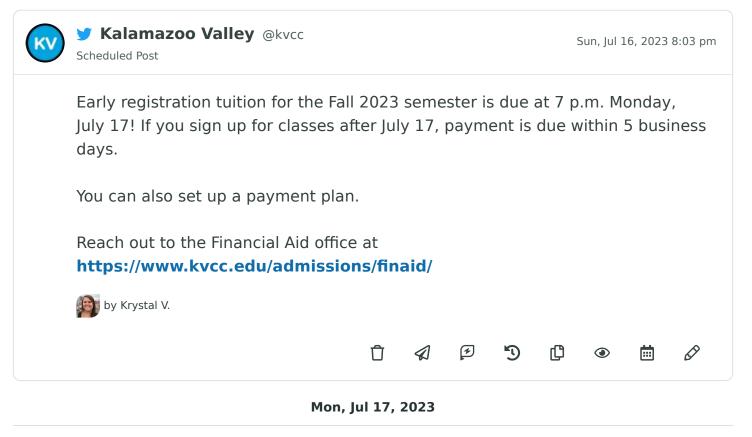
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Scheduled Post



() Kalamazoo Valley Community College

Mon, Jul 17, 2023 9:42 am

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Get ready for the fall semester at one of our upcoming Get It Done events!

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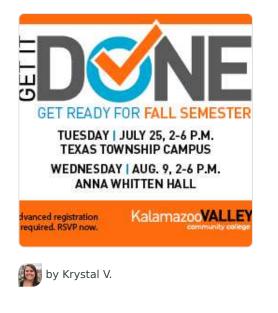
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During Get it Done, you can:

- Receive financial aid application assistance
- Complete placement testing
- 😊 Meet with an advisor or counselor
- 🗑 Enroll in classes

RSVP at https://www.kvcc.edu/getitdone/





Y Kalamazoo Valley @kvcc

Scheduled Post

Mon, Jul 17, 2023 3:30 pm

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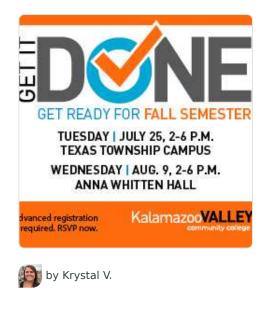
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Scheduled Post



Kalamazoo Valley kzoovalley

Mon, Jul 17, 2023 3:33 pm

Get ready for the fall semester at one of our upcoming Get It Done events!

During Get it Done, you can:

- Receive financial aid application assistance
- Complete placement testing
- 😊 Meet with an advisor or counselor
- 🗑 Enroll in classes

RSVP at the link in our bio.

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

TUESDAY TEXAS TO WEDNESDA	OR FALL SEMESTER JULY 25, 2-6 P.M. WNSHIP CAMPUS Y J AUG. 9, 2-6 P.M. WHITTEN HALL									
dvanced registration required. RSVP now.	KalamazooVALLEY									
by Krystal V.		Ĥ		F	Ŀ	þ	۲	ä	Ø	
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Tue, Jul 18, 2023

Scheduled Post



() Kalamazoo Valley Community College

Tue, Jul 18, 2023 1:39 pm

Need a snack but the cafeteria is closed?

Get your snack on at the Texas Township Bookstore!

Enjoy small candies for as little as 10 cents, 25 cents and 89 cents. Plus, the bookstore has all of your favorite munchies, whether you prefer salty snacks, fruity snacks, or chocolate. There are even sweet-and-salty snacks like chocolate-covered pretzels.

The Bookstore's summer hours are from 8 a.m. to 5 p.m. Monday - Thursday.

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Kalamazoo Valley kzoovalley
Scheduled Post

Tue, Jul 18, 2023 1:57 pm

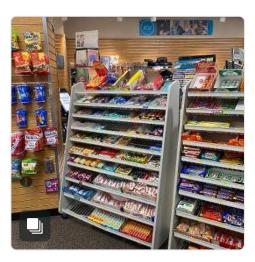
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#KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #MichiganCollegeStudents





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Calendar List View Export | 24 of 47

sprout social



Kalamazoo Valley @kvcc Scheduled Post

Tue, Jul 18, 2023 1:59 pm

Need a snack but the cafeteria is closed?

Get your snack on at the Texas Township Bookstore! Enjoy small candies and your favorite salty, fruity and chocolatey snacks!

The Bookstore's summer hours are from 8 a.m. to 5 p.m. Monday - Thursday.



by Krystal V.

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Wed, Jul 19, 2023

Scheduled Post



y Kalamazoo Valley @kvcc

Wed, Jul 19, 2023 4:20 pm

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Registration is open for our free youth basketball clinics happening in July and August, for students in 5th-8th grade.

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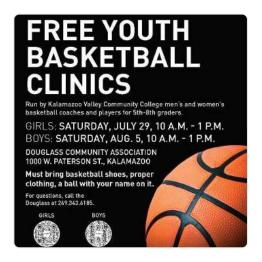
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Register for the girls clinic: https://bit.ly/Girls-Signup Register for the boys clinic: https://bit.ly/Boys-Signup







Kalamazoo Valley kzoovalley
Scheduled Post

Wed, Jul 19, 2023 4:36 pm

Registration is open for our free youth basketball clinics happening in July and August, for students in 5th-8th grade.

The clinics are run by Kalamazoo Valley Community College men's and women's basketball coaches.

Screenshot this image and click on the QR code to register.

#KalamazooBasketballCamps #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan



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Scheduled Post



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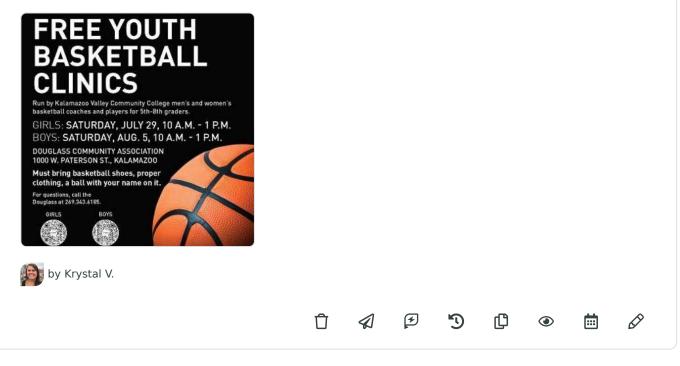
Wed, Jul 19, 2023 4:55 pm

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The clinics are run by Kalamazoo Valley Community College men's and women's basketball coaches.

Register for the girls clinic here: https://bit.ly/Girls-Signup

Register for the boys clinic here: https://bit.ly/Boys-Signup



Thu, Jul 20, 2023

Scheduled Post



() Kalamazoo Valley Community College

Thu, Jul 20, 2023 12:58 pm

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Needing childcare or transportation shouldn't stop you from completing your education or getting a job!

If you're experiencing these barriers, you may be able to take advantage of Mi-LEAP funding to pay for training, credit programs, and receive supportive services such as transportation, childcare and other assistance that may lead to job placement.

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To learn more, reach out to Adam Westhouse, Program Navigator at awesthouse@kvcc.edu.





Kalamazoo Valley kzoovalley
Scheduled Post

Thu, Jul 20, 2023 2:16 pm

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Needing childcare or transportation shouldn't stop you from completing your education or getting a job!

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

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by Krystal V.

Calendar List View Export | 30 of 47

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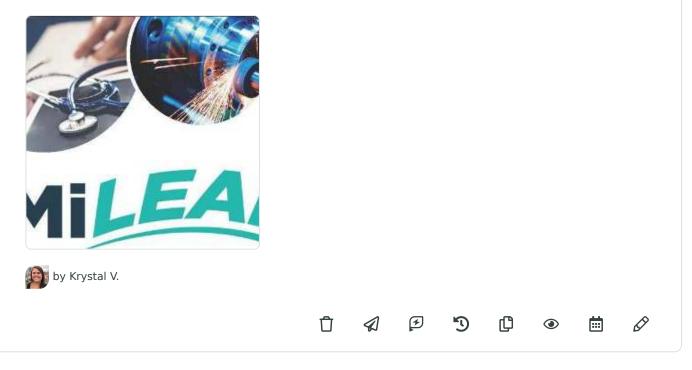
Kalamazoo Valley @kvcc

Thu, Jul 20, 2023 2:16 pm

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To learn more, email Adam Westhouse, Program Navigator, at awesthouse@kvcc.edu.



Fri, Jul 21, 2023



Kalamazoo Valley kzoovalley
Scheduled Post

Fri, Jul 21, 2023 12:44 pm

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The Michigan Achievement Scholarship is available starting with students who earn their high school diploma, high school equivalency, or certificate of completion in 2023. Fill out your FAFSA to see if you are eligible.

Get more details at the link in our bio!

#MIAchievement #Sixtyby30 #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #MichiganCollegeStudents

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Scheduled Post

Calendar List View Export | 32 of 47



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Fri, Jul 21, 2023 12:58 pm

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The Michigan Achievement Scholarship is available starting with students who earn their high school diploma, high school equivalency, or certificate of completion in 2023. Fill out your FAFSA to see if you are eligible.

https://michigan.gov/achievement



Scheduled Post



() Kalamazoo Valley Community College

Fri, Jul 21, 2023 1:19 pm

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https://michigan.gov/achievement



Mon, Jul 24, 2023

Scheduled Post

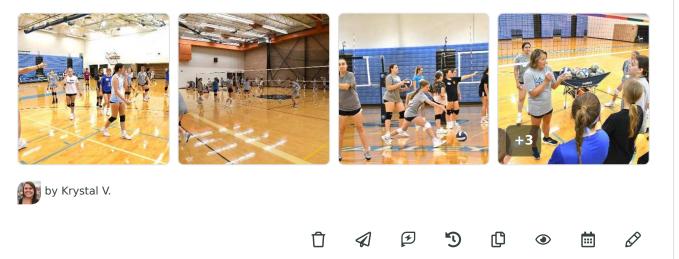


() Kalamazoo Valley Community College

Mon, Jul 24, 2023 10:00 am

Students had a blast at our volleyball camp earlier this summer! Girls in grades 6-8 and 9-12 learned how to improve their skills and work with their teammates on the court. (5) Kalamazoo Valley CC Volleyball

See more photos at https://bit.ly/3XS5KP5



Scheduled Post



y Kalamazoo Valley @kvcc

Mon, Jul 24, 2023 3:55 pm

Students had a blast at our volleyball camp earlier this summer! Girls in grades 6-8 and 9-12 learned how to improve their skills and work with their teammates on the court.

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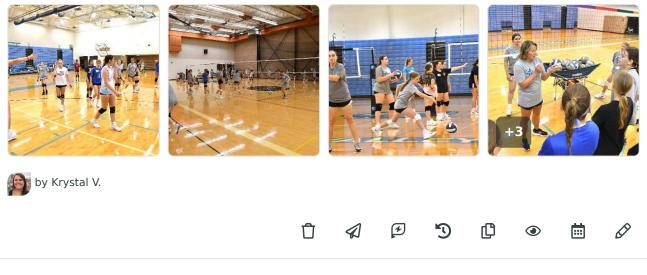


Kalamazoo Valley kzoovalley
Scheduled Post

Mon, Jul 24, 2023 3:59 pm

See more photos at the link in our bio.

#Volleyballcamp #SummerVolleyballCamp #KzooVolleyball #Volleyball #KzooMI



Tue, Jul 25, 2023



Kalamazoo Valley kzoovalley
Scheduled Post

Tue, Jul 25, 2023 3:31 pm

Kalamazoo Valley is offering two new computer classes this fall — CIS 140, Intro to Cyber Security, and CIS 240, Cyber Defense.

In Intro To Cyber Security, students will learn the risks and threats to an organization's data and present a structured approach to safeguard these assets.

In Cyber Defense, students are introduced to various testing tools to analyze networks for vulnerabilities and prevent, detect and combat cyber security threats.

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





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Scheduled Post



() Kalamazoo Valley Community College

Tue, Jul 25, 2023 3:39 pm

Kalamazoo Valley is offering two new computer classes this fall — CIS 140, Intro to Cyber Security, and CIS 240, Cyber Defense.

In Intro To Cyber Security, students will learn the risks and threats to an organization's data and present a structured approach to safeguard these assets.

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by Krystal V.

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Wed, Jul 26, 2023



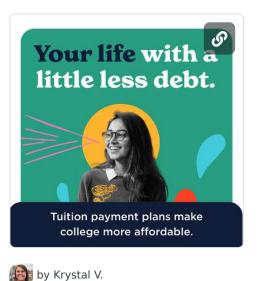
Kalamazoo Valley kzoovalley
Scheduled Post

Wed, Jul 26, 2023 4:37 pm

There's still time to register for Fall 2023 classes. When you're done registering, make sure you set up payment within 5 days to avoid your classes being dropped.

Consider a tuition payment plan this semester, so you can pay for your classes throughout the semester and limit your debt after graduation. Get started at the link in our bio.

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





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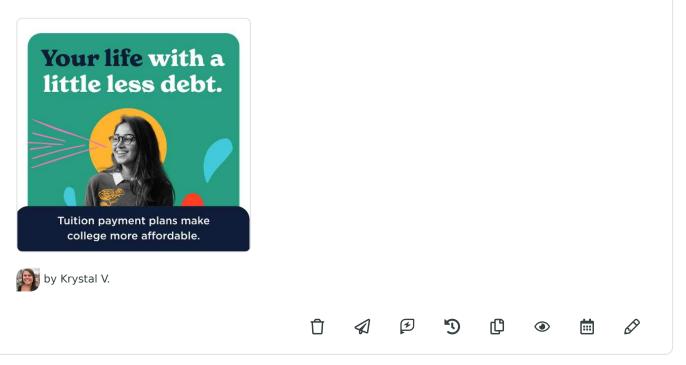


Kalamazoo Valley @kvcc

Wed, Jul 26, 2023 4:45 pm

If you register for fall classes, make sure you set up payment within 5 days to avoid your classes being dropped.

Consider a tuition payment plan this semester. Get started at https://mycollegepaymentplan.com/kvcc/



Scheduled Post

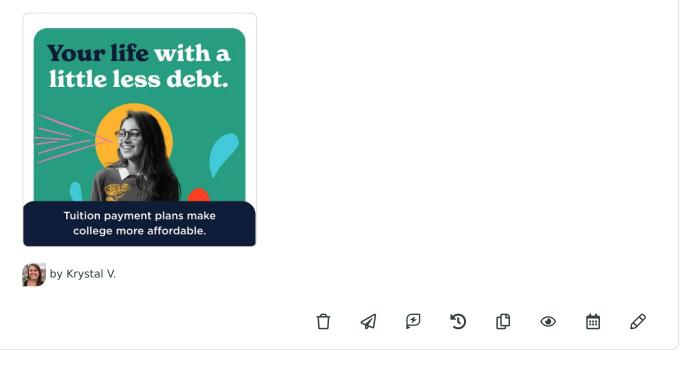


() Kalamazoo Valley Community College

Wed, Jul 26, 2023 4:52 pm

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Consider a tuition payment plan this semester, so you can pay for your classes throughout the semester and limit your debt after graduation. Get started at **mycollegepaymentplan.com/kvcc/**



Thu, Jul 27, 2023

Scheduled Post



() Kalamazoo Valley Community College

Thu, Jul 27, 2023 1:17 pm

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Kalamazoo Valley is hosting safeTALK suicide intervention training on August 17 from 9 a.m. to 12:30 p.m. in Rooms 4370 & 4380 at the Texas Township Campus.

safeTALK training helps participants recognize a person with thoughts of suicide and connect them with resource people who can help them. These resources could include health care professionals, first responders or crisis line workers, among many others who have suicide intervention training.

safeTALK participants will learn to:

- Notice and respond to situations where suicide thoughts may be present
- Recognize that invitations for help are often overlooked
- Move beyond the common tendency to miss, dismiss and avoid suicide
- Apply the TALK steps: Talk, Ask, Listen, KeepSafe
- Know community resources and how to connect to them

The training is open to faculty, staff and students. For more information or to register, contact Trice Batson, tbatson@kvcc.edu, or Cat March, cmarch@kvcc.edu.

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Kalamazoo Valley kzoovalley
Scheduled Post

Thu, Jul 27, 2023 1:55 pm

Kalamazoo Valley is hosting safeTALK suicide intervention training on August 17 from 9 a.m. to 12:30 p.m. in Rooms 4370 & 4380 at the Texas Township Campus.

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





Calendar List View Export | 44 of 47

by Krystal V.

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KV	Kalamazoo Valley @kvcc Scheduled Post	Thu, Jul 27, 2023 2:02 pm							
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	A safeTALK suicide alertness for everyone								
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	by Krystal V.								
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Fri, Jul 28, 2023									

Scheduled Post



y Kalamazoo Valley @kvcc

Fri, Jul 28, 2023 12:39 pm

Our girls basketball summer camps were a slam dunk! Girls in grades 6-8 and 9-12 learned valuable basketball skills as well as the importance of teamwork.

Check out all of our photos at https://bit.ly/3XS5KP5





Kalamazoo Valley kzoovalley
Scheduled Post

Fri, Jul 28, 2023 12:40 pm

Our girls basketball summer camps were a slam dunk! Girls in grades 6-8 and 9-12 learned valuable basketball skills as well as the importance of teamwork. @kalamazoovalleywbb

Check out all of our photos at the link in our bio.

#BasketballCamp #GirlsBasketball #SummerCamp #KzooBasketball



Scheduled Post



() Kalamazoo Valley Community College

Fri, Jul 28, 2023 1:01 pm

Our girls basketball summer camps were a slam dunk! Girls in grades 6-8 and 9-12 learned valuable basketball skills as well as the importance of teamwork. **H Kalamazoo Valley Women's Basketball**

Check out all of our photos at https://bit.ly/3XS5KP5

