

Enrollment Retention Committee

April 12, 2024

10:00-11:00 am

Chair- Evan Pauken

Attendance: E. Pauken, C. Almeda, E. Dominianni, C. Gearig, A. Marsh-Peek, N. Bergan, D. Loucks, S. Hubbell, Louis Thomas

Absent: M. Dunneback, A. Fontaine, K. Lavender, P. Eagan, D. Mondoux

- I. Welcome
- II. The March 8, 2024 meeting minutes were approved
- III. Action Team Updates
 - a. Enrollment Growth Team Update
 - i. Action item: Marketing
 1. Reaching out to parents
 2. Honors Programs
 3. Student panel
 4. Counselors Breakfast
 5. Adult Ed classes
 - b. Progression Team Update
 - i. Action item: look for strategies for next summer
 1. Guest student demand
 2. Experience from what we did in automotive
 3. Near completers
 - c. DEI Enrollment and Retention Action Team Update
 - i. Action item: A marketing campaign is needed to announce all Kalamazoo Valley has to offer students.
 - ii. Single Stop Resource for students needing to find food, housing, clothes, etc...
 - iii. Barriers navigator staff
 - d. Credential Completion Team Update
 - i. Reaching out to the near completers
 - ii. Connecting with at-risk students
 - iii. Students do not check their emails. A text system to alert at-risk students would be better.
 - iv. Action item: IT team to be a part of orientation so that students may link their email to texting to receive class updates
- IV. Marketing Update
 - a. Michigan Reconnect Expansion
 - i. There are additional funds through the Michigan Reconnect Expansion

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- ii. Michigan Reconnect has set aside funds for marketing.
 - 1. T.V. Ads
 - 2. Postcard Mailings
 - 3. Get It Done.
 - iii. Action Item- check on out-of-state student's chances of using Michigan Reconnect
- V. IR Update
- i. Summer enrollment is up from last year
 - ii. Orientations are full and this year added March Orientation dates which might have driven the increase in summer enrollment.
- b. Analytics Dashboard
- i. Close to having a new Analytics Dashboard with more tools for the institution.
- VI. Other
- a. There are no additional topics to cover at this time
- VII. The meeting was adjourned at 11:02 am

[Strategic Enrollment and Retention Plan](#)