

Enrollment Retention Committee

May 9, 2024

10:00-11:00 am

Chair- Evan Pauken

Attendance: C. Almeda, N. Bergan, D. Loucks, A. Fontaine, S. Hubbell, L. Thomas, D. Mondoux

Absent: E. Pauken, M. Dunneback, K. Lavender, E. Dominianni, C. Gearig, A. Marsh-Peek, P. Eagan

- I. Welcome
- II. The April 12, 2024 meeting minutes were approved
- III. Action Team Updates
 - a. Action Item: Complete the Initiatives/Action Plans by June.
 - b. Enrollment Growth Team Update
 - i. No Update
 - c. Progression Team Update
 - i. Reaching out to Reconnect eligible students
 - ii. Guest student demand
 - iii. Action item: Find data on which classes fill up first.
 - d. DEI Enrollment and Retention Action Team Update
 - i. Promotional Video showing different resources that the college offers
 - ii. Single Stop Resource for students needing to find food, housing, clothes, etc...
 - iii. Action Item: Finding the best time to give students information on available resources.
 1. Incorporate in Simple Syllabus
 2. Incorporate in the student handbook
 - e. Credential Completion Team Update
 - i. No Update
- IV. Marketing Update
 - a. Michigan Reconnect Expansion Outcomes
 - i. Resurrected past marketing and saw a huge increase in numbers.
 - b. A social media campaign has started that targets parents.
- V. IR Update
 - i. Summer enrollment is up from last year, have not seen the Summer enrollment numbers like this since 2017.
 - ii. Fall enrollment is flat at this time.

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- iii. Action Item: Find a way to differentiate international students, refugees, and immigrants when counting students.

VI. MCCSSA-Community College Enrollment Review

- a. KVCC is consistent with other community colleges in enrollment

VII. Enrollment/ Retention Campaigns and Events Discussion

- a. Plans to resurrect campaigns and events that the group was involved with pre-COVID
- b. Action Item: Fresh ideas to campaigns for the fall semester.

VIII. Other

- a. Promise Decision Day, certificates are given with a QR code
- b. Certificates given to Plainwell Alternative Education
- c. Magnets were given to Lawrence Seniors
- d. Reaching out to rural communities

IX. The meeting was adjourned at 10:51 am

Next Meeting: June 13, 2024

[Strategic Enrollment and Retention Plan](#)