

Enrollment Retention Committee  
June 13, 2024  
10:00-11:00 am  
Chair- Evan Pauken

Attendance: E. Pauken, N. Bergan, E. Dominianni, C. Gearig, S. Hubbell, D. Mondoux

Absent: C. Almeda, M. Dunneback, P. Eagan, A. Fontaine, K. Lavender, D. Loucks, A. Marsh-Peek, L. Thomas

- I. Welcome
- II. The May 9, 2024 meeting minutes were approved
- III. Action Team Updates
  - a. Enrollment Growth Team Update
    - i. The group will meet in July to create a fall to-do list.
    - ii. Action Item: Create a parent orientation.
  - b. Progression Team Update
    - i. Action item: Find and analyze data on in-person or web-based classes.
  - c. DEI Enrollment and Retention Action Team Update
    - i. Educating staff on what resources the college can provide and what students qualify for them.
    - ii. Single Stop Resource for students needing to find food, housing, clothes, etc...
    - iii. Action Item: Streamline how resource information is presented to students.
  - d. Credential Completion Team Update
    - i. Focusing on creating more sections where there is a waiting list.
    - ii. Revisited near completers group
    - iii. Pulled together a list and have counselors contact the near completers.
    - iv. Action Item: Email students on a waiting list for a class with a suggestion for an alternative class.
- IV. Marketing Update
  - i. Discussed the new social media vendor and (ED) distributed a Campaign Report.
  - ii. Discussed when to send out the July cut and paste due to changes in the payment due date caused by the FAFSA delay.
  - iii. Discussed the "Get It Done" article in the July KV Focus.

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V. IR Update

a.

- i. Summer enrollment is up from last year,
- ii. Fall enrollment is flat at this time.
- iii. Guest students are up

b. MCCSSA-Community College Enrollment Review

- i. Kalamazoo Valley Community College is trending ahead of other colleges in Summer 2024 enrollment
- ii. Kalamazoo Valley Community College is trending behind for Fall 2024 enrollment
- iii. Action item: Find information on other colleges' data collection for Early College enrollment.

VI. Enrollment/ Retention Campaigns and Events Discussion

a. Advertizing suggestions:

- i. Billboards
- ii. Video gaming platforms
- iii. Civic Theatre
- iv. Banners at high schools

b. Action Item: Fresh ideas for campaigns for the fall semester.

I. Tabled until next meeting-[Building Back Better Enrollments Dashboard](#) / Inquiry Guide (EP)

VII. Tabled until next meeting- Strategic Priority 2: New aligned metric (EP)

- a. Developing a strategy to *“Decrease the % of new students not successfully completing at least one credit in their initial term of enrollment at the college.”*

VIII. Other

- a. Changing meetings from 1 hour back to 1 ½ hour

IX. The meeting was adjourned at 11:05 am

[Strategic Enrollment and Retention Plan](#)