

Enrollment and Retention Committee

September 13, 2024

10:00 am-11:00 am

Attendance: C. Almeda, P. Eagan, A. Fontaine, C. Gearig, C. Heidelberg, B. Herbert, S. Hubbell, D. Loucks, A. Marsh-Peek, D. Mondoux

Absent: N. Bergan, E. Dominianni, M Dunneback, K. Lavender, L. Thomas

- I. Welcome
- II. The August meeting minutes were approved
- III. Introduction of new committee chairs
 - a. Charles Heidelberg-Director of Recruitment and Outreach
 - b. Benjamin Herbert-Assistant Director of Student Retention and Completion
- IV. Action team updates
 - a. Enrollment Growth Update
 - i. No update
 - b. Progression Update
 - i. No update
 - c. DEI Enrollment and Retention
 - i. No update
 - d. Credential Completion Update
 - i. The new strategy for near completers with three or fewer credits seems to be having positive results from preliminary data.
 - ii. Final data will be available after the fall semester
 - e. Action Item
 - i. Update team tabs in the shared Google sheet
 - ii. Reach out to chairs for updates on what has been implemented for the Fall and Winter semesters.

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- V. Marketing Update
 - a. MLIVE Media Group
 - i. Very satisfied with MLIVE's level of detail.
 - ii. Social media report reviewed.
 - iii. Campaigns with the most activity are Reconnect, Vibefest, Start to Fall Semester, and Looking for a job
- VI. IR Update
 - a. There will be shifts in categories due to adding a new category at the federal level.
 - b. Part-time growing more than full time
- VII. Strategic Priority 2: New aligned metric
 - a. Developing a strategy to decrease the % of new students not successfully completing at least one credit in their initial term at the college.
 - i. Action Item: Retrieve the VFA number to share at the next meeting for a benchmark
 - ii. Action Item: Work together to formulate ideas on how we do the work through internal or a task force and what the goal is for the year
- VIII. Other
 - a. [Building Back Better Enrollments Dashboard](#)
 - i. Discussion about the dashboard.

[Strategic Enrollment and Retention Plan](#)

The meeting adjourned at 10:55 am