

Enrollment and Retention Committee Minutes
October 11, 2024
10:00 am-11:00 am

Attendance: A. Fontaine, C. Gearig, C. Heidelberg, B. Herbert, S. Hubbell, K. Lavender, D. Loucks, D. Mondoux, A. Scheffler-Martin

Absent: C. Almeda, N. Bergan, E. Dominianni, M Dunneback, P. Eagan, A. Marsh-Peek, L. Thomas

- I. Welcome
- II. The September meeting minutes were approved
- III. Action team updates
 - a. Discussion on transition for action teams
 - i. Members discussed regrouping and taking a look at the membership
 - ii. Action Item: Assess the core goals of the action teams
 - b. Enrollment Growth Update
 - i. There is a dedicated person for Dual Enrollment
 - ii. Rebranding
 - 1. Looking at messaging and what a student receives after registering
 - c. Progression Update
 - i. No update
 - d. DEI Enrollment and Retention
 - i. Discussion of a video that is part of the DEI plan
 - e. Credential Completion Update
 - i. Discussed the new strategy for near completers and the positive results.
 - ii. Counselors and advising are now a part of the strategy
- IV. Marketing Update
 - a. Cut and Paste for Faculty
 - i. Discussed the challenges for faculty to send out the cut-and-paste items
 - ii. Action Item: Finding an easier way to push out information to students

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V. IR Update

- a. There is no change in fall numbers
- b. Age seventeen and under is down 10%
- c. Action Item: Examine the high school report on student population to determine what is causing the downward trend.

VI. 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. Members formed two groups to produce strategies for decreasing the 20.6 % base by 2026.
 - ii. Action item: Bring team ideas to November 8, 2024 meeting

[Strategic Enrollment and Retention Plan](#)

The meeting adjourned at 11:07 am