

# Strategic Enrollment and Retention Steering Committee

January 23, 2025

2:00 - 3:00 pm

Attendance: C. Almeda, N. Bergan, E. Dominianni, A. Fontaine, C. Gearig, C. Heidelberg, B. Herbert, S. Hubbell, A. Marsh-Peek, K. Lavender, D. Loucks, D. Mondoux, A. Scheffler-Martin

Absent: D. Crouch, M Dunneback, P. Eagan, L. Thomas

- I. Welcome
  - a. Dr. Haitova, Dir. of Institutional Research, was introduced.
- II. Minutes from the [November 8, 2024](#) were approved.
- III. Action Team Updates (BH, CH)
  - a. Revisiting in 2025
    - i. Staffing has caused a pause in action team activities.
    - ii. Action item: Re-evaluate action team activities and membership.
- IV. Marketing Update (ED)
  - a. [Important Dates Faculty](#) were shared.
  - b. [Advance Education Highlights](#) were discussed.
  - c. Social Media traffic has increased 34% compared to last year.
  - d. Marketing has collaborated with the student ambassadors on social media, resulting in the creation of engaging content.
- V. IR Update (DM)
  - a. Reconnect has ended and there has been a downward turn in returning prior with the age group of 25 and older.
  - b. The group discussed the lack of non-payment information in the Enrollment report and agreed it should be included.

## Strategic Enrollment and Retention Steering Committee

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- c. The group discussed the previous deadline process where the students were not dropped from classes, which caused a decline in GPA.
- d. Payments are indicated in Canvas as red when a payment is due, but students are not checking this route for non-payment alerts.
  - i. The members discussed that students who do not use financial aid tend to rely on the system to drop their classes instead of using the conventional way.
  - ii. The non-payment list marketing receives is five days old, making it challenging to proactively send out communication information to retain the students.
  - iii. Action items
    1. Batch Process
      - Mine the next batch process for a guideline for fall batch cancellations.
      - Identify students and capture information in the business office.
      - Provide a list of students to IR for investigation to confirm if the students have returned.
    2. Messaging for faculty to inform students on the first day of classes that payments are due or they will be dropped.
    3. Investigating how large the problem of non-payment is.

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4. Identify the student population that is dropping their classes.

VI. REUP Update

a. [Recognized in Persistence Best Practices Overview](#)

i. The college was recognized for the institution's proactive intervention for near completers.

b. W25 REUP Enrollment

i. Winter – 861

1. New 191

2. Persister 670

VII. Update on Strategic Priority 2: New aligned metric

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

*18% by 2026, base 20.6%*

b. IT Request Draft:

i. [Early Alert / Roster Verification Application Integration](#) was discussed.

VIII. Other

a. The members voted to invite Advance Education to the next meeting to explain how they are driving our digital outreach program.

Meeting adjourned 3:02 PM

IX. [Strategic Enrollment and Retention Plan](#)