Enrollment and Retention Committee

April 24, 2025

2:00 - 3:00 pm

Present: C. Almeda, N. Bergan, V. Bustillos, D. Crouch, E. Dominnianni, P. Eagan, B. Herbert, D. Loucks, D. Mondoux, A. Scheffler-Martin, J. Valliere

Absent: Mark Dunneback, Christine Gearig, A. Fontaine, C. Heidelberg, Sarah Hubbell, Kevin Lavender, Louis Thomas

I. J. Valliere Dir. Advising and Counseling, V. Bustillos Dir. Student Financial Services and A. Scheffler-Martin Academic and Career Pathway Advisor were welcomed to the committee.

II. March Meeting Minutes were approved.

   a. March 27, 2025

III. Batch Cancellation Deeper Dive (DM)

   a. Discussion on opportunities and cost-effectiveness

   b. Discussed past data

      i. Fall 2023

         1. Frequencies Fall 2023

         2. 512 students dropped their courses

         3. 54% (277 students) reenrolled, while 46% (235 students) did not return.

         4. Data on whether non-returning students enrolled elsewhere:

            1.1. 41 students enrolled in the winter semester.

            1.2. 2 students enrolled at other institutions.

      ii. Winter 2024 Data

         1. Frequencies Winter 2024

         2. 612 students dropped their courses

3. 71.4% of students dropped their courses (357 students), and 255 re enrolled.
4. Data on whether non-returning students enrolled elsewhere
    1.1. 3 students did not return.
    1.2. 14 students enrolled in summer semester courses.
    1.3. 5 students transferred elsewhere.

iii. Summer 2024 Data

1. Frequencies Summer 2024
2. 717 students dropped, with 79% (566) re enrolling, and .065% (47) students did not re enroll
3. Data on whether non-returning students enrolled elsewhere
    1.1. 63 students enrolled for the fall semester
    1.2. 21 students transferred elsewhere

iv. Action item: Further investigation needed:

1. Have these students taken classes before?
2. First-time vs. returning student analysis.
3. Identifying repeat dropouts or "chronic class droppers."
4. Ethnicity data collection.
5. Registration Trends:
    1.1 Are students enrolling in April and forgetting the classes they have enrolled in?
    1.2 Students enrolling over the weekend and entering the system last-minute.
6. Identify batch processing dates one week before execution
7. Did students re enroll in the same schedule?
8. Financial factors:

1.1. Cash pay vs. financial aid considerations.

1.2. Some students may have holds on their accounts due to financial aid delays.

1.3. Identify programs that prevent dropouts: Promise, Apprentice, EMC, KVAAP—financial services can provide more information.

9. GPA analysis:

1.1. Is GPA from the preceding semester a factor?

10. Investigate non-payment or a combination of factors leading to drops—are these the students affected by the 10-day hold?

11. Identify whether specific courses (English, Math) impact retention rates.

v.

IV. IR Update (DM)

a. Enrollment Report

i. Winter

ii. Summer

iii. Fall

iv. There was an increase in credit hours at the end of the winter semester

v. Summer enrollment has seen double-digit growth

vi. E.D. has facilitated communication two weeks before the student's classes will drop because of non-payment

V. Marketing Update (ED)

i. Social media growth:

1. Organic engagement has increased significantly, up 58%.

2. Engagement rate now at 90%.

3. Instagram reels created by student ambassadors have had a notable impact.

ii. MLIVE Report

1. Website visits increased to 8,600.
2. Users from Michigan are 17%.
3. Engagement time improved by 36%, rising from 55 seconds to 75 seconds(1 minute 15 seconds).
4. Analysis of data from MLIVE will be coming up after the first year.

iii. Action Items

1. ED encourages faculty to share requests for additional content in the Important Dates for Faculty.
2. Website Update
   1.1. Ensure all content is current due to increased traffic
   1.2. Some departments may have content spread across multiple pages that will need updating on all pages.
3. Important Dates for Faculty
4. Sprout Social Analytics
5. Advance Education Analytics

VI. 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. Roster Verification +

i. Process has been tested using W25 Roster Verification Data.

ii. Pilot begins S25 for all parts of term.

1. BH will pull the Roster Verification Data

2. Institutional Support Team in SDS to conduct outreach & facilitate scheduling of appointments with Advisors and Counselors.
    - 1.1. The Institutional Support Team will assist in re engaging non-verified FTIAC students.
    - 1.2. A tracking system and student lists will be accessible in the fall semester.
    - 1.3. Estimated number of unduplicated students: 200-300.
    - 1.4. Wait for semester commencement before collecting data.

VII. Action Team Updates (BH, CH)

a. BH and CH to meet with Provost P. Egan following this meeting to strategize 2025–26 Action Teams and ensure committee work aligns with institutional priorities.

b. Consider forming an action team for a fall semester retention strategy.

VIII. Strategic Enrollment and Retention Plan

IX. Meeting Adjourned at 2:55 PM