Enrollment and Retention Committee

March 27, 2025

2:00 - 3:00 pm

Present: C. Almeda, N. Bergan, D. Crouch, A. Fontaine, P. Eagan, C. Heidelberg, B. Herbert, D. Loucks, D. Mondoux

Absent: E. Dominnianni, Mark Dunneback, Christine Gearig, Sarah Hubbell, Kevin Lavender, Louis Thomas

I. Welcome

II. February Meeting Minutes were approved

   a. February 27, 2025

III. Batch Cancellation Insights (ED and DM)

   a. Among the 557 students impacted by batch cancellation, only 13 students did not reschedule their classes.

   b. Data for 53 students remains unavailable.

   c. Last-minute effort showed the students finding their way back independently to reschedule for classes

   d. There are uncertainties about why the students did not reschedule their classes

      i. Payment method may be a contributing factor.

      ii. There was a recommendation that financial aid be included in this discussion.

   e. Action Item: D. Mondoux- Conduct a deeper investigation to identify accurate data regarding batch cancellation and determine if pursuing this is feasible.

IV. Action Team Updates (BH, CH)

   a. B. Herbert. discussed that the chairs will meet with the Provost in late April to plan 2025–26 Action Teams and ensure committee work aligns with institutional priorities.

V. Marketing Update (ED)

a. Important Dates for Faculty

b. Sprout Social Analytics

i. The Sprout Social report highlighted strong social media engagement rates.

VI. IR Update (DM)

a. Enrollment Report

i. Winter

ii. Summer

iii. Key drivers to the increase in enrollment

1. New high school students

1.1 Recruitment team efforts have increased awareness at the high schools.

2. Campus Tours were scheduled around the beginning of enrollment for the upcoming semester

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. Early Alert / Roster Verification Application Integration

i. All system components are in place

1.1 An ability to pull data from Web Focus.

1.2 Strive to streamline the process and reduce manual effort.

1.3 Consider having the Faculty Success Center Director create a Summit class involving faculty on the process to help with data becoming available in a timely manner.

ii. Action item: A trial run of the process will be conducted with Dir. Recruitment and Outreach and Dir. of Advising and Counseling using W25 data to prep for S25 pilot.

iii. There is a recommendation that the process be referred to as “Roster Verification Plus” to avoid confusion.

VIII. Other

a. Evaluate why students who do not complete degrees/stay enrolled for two years

i. Consider the KRESA factor as part of the high school experience, which may not align with degree-seeking pathways.

ii. Margins are not yet defined.

iii. Action Items:

1. Investigate the data from the National Clearing House.
2. Investigate whether students transferred to another institution.
3. This fall, track first-time degree-seeking students who would not fit into the established categories.
4. Focus on identifying students who remain with us for over a year.
5. Investigate individuals who obtain a degree in less than two years.

IX. Strategic Enrollment and Retention Plan

Meeting adjourned at 2:45 pm