Enrollment and Retention Committee

May 22, 2025

2:00 – 3:00 pm

Present: C. Heidelberg, A. DeNooyer, E. Dominianni, L. Thomas, V. Bustillos, A. Fontaine, J. Valliere

Absent: Benjamin Herbert, Sherry Hess, Kevin Lavender, Nizora Haitova, Nkenge Bergan, Cheryl Almeda, Dan Mondoux, Sarah Hubbell, Apryl Scheffler-Martin, Christine Gearig, Paige Eagan, Daniel Crouch, Dorinda Loucks, Mark Dunneback

I. Welcome
II. April Meeting Minutes were approved.
    a. April 24, 2025
III. Orientation Registration Update (CH)
    a. Orientation
        i. Sign-ups going well; orientations booked up to mid-July
        ii. Action Item: Add more capacity to orientations as needed
        iii. Action Item: Investigate putting holds on accounts for in-person orientations
        iv. Action Item: Investigate if students are signing up for multiple orientations
            1. Reach out to IT about using TargetX to make orientation sign up limitations
    b. Recruiting
        i. Recruitment and Outreach team working with high schools to bring in more students
IV. IR Update (CH)
    a. Enrollment Report
        i. Summer
        ii. Fall
        iii. The goal for the college was exceeded
        iv. Significant increase in in-district students enrolling
        v. Significant increase in students aged 17 and under enrolling
V. Marketing Update (ED)
    a. Important dates for faculty
    b. Sprout Social Analytics
        i. Top performing posts were commencement and GVSU partnership
        ii. Student ambassadors making successful Instagram Reels
            1. Recent Reel got 2500+ views
        iii. A lot of traffic on the KVCC website as a result of online ads

c. Advance Education Analytics
d. Interstitial Ad Unit

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. Report will be pulled on 5/26/2025 with the goal of beginning outreach on 5/27/2025
      ii. Calling campaign for students not participating based on roster verification happening over a two day period next week

VII. Action Team Updates (CH)
   a. Guiding Principles
      i. Increase number of students participating in summer sessions into fall semester

VIII. Strategic Enrollment and Retention Plan

IX. Meeting Adjourned at 2:42 pm