

Enrollment-Retention Committee Minutes

February 8, 2019

Present: J. Abbott, C. Almeda, E. Bast, E. Bell, A. Cederberg , C. Cockerel, C. Colella, M. Collins, L. Cosby, E. Dominianni, C. Dunten, P. Eagan, L. Funk, S. Hubbell, K. Johnson, B. Lueth, A. Marsh-Peak, D. Mondoux, N. Nielsen, E. Pauken, M. Pauken, C. Ross, C. Stroven, L. Thomas, M. Thompson, C. Voss, T . Welsh.

Absent: M. Adams, B. Bates, L. Cool, C. Gearig, S. Hermann, C. Olson, T. Quada, B. Reynolds

Call to order

The minutes of January 11, 2019 were approved as presented.

Institutional Research Update

- 150% Grad Rate (IPEDS)
 - 16.47% (2018) v. 13% (2017)
 - One more graduate would have rolled number to 17%
 - Increase impacted by new Director of Retention-Completion
- Enrollment
 - Winter 2019 down approximately 3% v. Winter 2018
 - Round of Ecars in process
 - Students will be officially dropped next Thursday
 - Enrollment number will be temporarily skewed as result; will not be comparing “apples to apples”
 - Question re: number of credit hours taken during summer
 - Approximately 12%

Marketing Update

- Summer – Fall Schedule
 - In process
 - On line available early March
 - Hard copies delivered to campus Mar 8
 - Megan stated that copies of schedules will be delivered to high school counselors
- Current Projects
 - KV Focus: guest student article
 - Early College/Dual Enrollment Comparison
 - Printed material as well as on-line
 - Will guide changes to Early College webpage
 - Summer Enrollment
 - Messaging every 2 weeks re: Summer enrollment/classes
 - Suggestion made to highlight availability of FYE classes with communication

Enrollment-Retention Committee Minutes February 8, 2019

- Campaign highlighting specific classes to help boost summer enrollment
 - Suggestion made to reach out to 4-year students who are returning home
 - E. J. to follow up re: historical data to support initiative
 - Question raised re: communication re: year-round Pell availability
 - Once student registers for summer, Pell populates automatically
 - Financial Aid sends communications; will also work with Marketing for additional exposure

Enrollment Management Update

- New Student Orientation: High Schools
 - Seniors to be brought to campus
 - 4 dates set
 - 13 schools (to date) participating
 - Looking at options to accommodate additional capacity
 - List of attendees will be available prior to sessions
- Common Calendar
 - Kalamazoo County Principals, Mattawan, Otsego, Kalamazoo Christian Schools looking at Common Calendar
 - Proposal for 2021, 2022, 2023
 - Would start week before Labor Day
 - Exams before winter break
 - Spring break 2 weeks prior to SAT
 - Mike stated that initial discussions in Cabinet relative to KVCC mirroring timeframe have taken place
- International
 - Today is Mahana's last day; farewell celebration at 11:30 today
 - Position has been posted

Retention Update

- Re-up Update (RU)
 - First quarterly business review (on-site) next week; discussion topics:
 - Progress to date
 - Engagement rates; Touches: "coach" v. marketing initiatives
 - Feedback from students

Enrollment-Retention Committee Minutes February 8, 2019

- Mandatory Orientation Hold Outcome, 2017 v. 2018

	2017		2018	
Mandatory Holds	24		26	
Successfully completed all enrolled courses	7		5	
DFWI in 1 or more courses	17	70.80%	21	80.80%

- Mandatory Orientation Policy does not appear to have significant impact on enrollment or next term persistence
 - Question raised re: messaging to “non-persisters” referencing college success strategies/classes as mechanism to return
 - Additional discussion highlights include:
 - Overriding issue is effective/consistent early intervention processes/systems
 - Mid-term grades would facilitate early alert
 - Need a process to connect with “W” immediately
 - Impacts KPIs
 - Faculty suggested (some time back) including implications of attendance and/or poor academic performance in individual syllabus as well as encouraging communication with instructors
 - Financial Aid counsels students; reviews implications of losing aid; encourages communicating with instructors
 - Admissions also counsels students
 - For number of students, “W” initially, directly related to personal situation (job/family related)
 - Frequently, students are uncomfortable discussing so they don’t
 - Target X will flag daily; put student at top of priority list; flag for case managers
 - Tim advised that the RFP for the new LMS (Learning Management System) includes the system having the ability to tie into Target X for grades and attendance
 - Re: attendance
 - Plan to pilot proximity readers in 5-6 classrooms at AWH (specifically developmental math classes)
- Target X
 - All templates – prospect to application tested
 - Other templates in process
 - Refining last components of Axiom before testing with staff, then will go live
 - Axiom agreed to include in production phase for Target X; well worth testing

Enrollment-Retention Committee Minutes February 8, 2019

- Data Session
 - Reviewing issues with data in/out
 - Building campaigns
 - Group assignments being discussed/developed
 - Training in two weeks
 - Actual hands on
 - Text messaging tool works

Front Line Training

- Training developed for front-line staff – receptionist, service desk, etc.
 - Worked with Molly Cartwright
 - Customer-Service training focus will include:
 - Word choice
 - Tone of voice
 - Body language, etc.
 - Customer Service Tools
 - FAQ's/"Wiki" also developed
 - Marketing producing materials
 - Kudos to Mike Thompson & Kathryn (???)
 - Will identify
 - team to maintain accurate and current data
 - departmental contact (for ensuring accuracy)
 - specific time period in which to update information
 - May do workshop at future Summits
 - May also include in Staff Development offerings

Ongoing Policy Review

- FTIAC Registration Restriction Policy
 - Policy was developed based on data
 - Initially it was anticipated that the policy could have an impact on retention/persistence
 - National data indicates that a later registration/orientation process usually precipitates less successful student
 - Policy can be waived pending discussion with Director of Admissions and/or VP for Instruction and Student Services
 - Policy is very complex to explain (front-line staff) understand (students)
 - Question raised re: number of student lost because of the policy
 - Specific issues with International and Dual Enrollment populations
 - Once support systems are in place, specific enrollment criteria can be developed
 - Dan to provide data for review

Enrollment-Retention Committee Minutes February 8, 2019

- Balance Cut-Off for Institutional Initiated Course Drops
 - Discuss at next meeting
- Placement Equivalencies/Communication Updates
 - Discuss at next meeting

Other

- Orientation Perception Survey
 - Questions distributed
 - Data to be shared with FYE instructors