

Enrollment-Retention Committee Minutes

March 8, 2019

Present: B. Bates, L. Cool, A. Cederberg , D. Coates, C. Colella, L. Cosby, L. Depta, C. Dunten, P. Eagan, S. Hubbell, K. Johnson, A. Marsh-Peak, D. Mondoux, N. Nielsen, E. Pauken, M. Pauken, T. Quada, T. Welsh.

Absent: J. Abbott, M. Adams, C. Almeda, E. Bast, E. Bell, C. Cockerel, M. Collins, E. Dominianni, L. Funk, C. Gearig, S. Hermann, B. Lueth, C. Olson, B. Reynolds C. Ross, C. Stroven, L. Thomas, M. Thompson, C. Voss

Call to order

The minutes of February 8, 2019 were approved as presented.

Institutional Research Update

- Enrollment
 - Winter 2019
 - No change from previous report
 - Not likely to change significantly in remaining reporting period (1 more report)
 - Summer 2019
 - Reports start next week Enrollment number will be temporarily skewed as result; will not be comparing “apples to apples”
- Personnel
 - Jaime McKinney new staff member

Marketing Update

- Career Talk (WWMT/KVCC venture)
 - 2+ minute segments featuring KVCC pathways
 - 30-second spots also aired throughout the Friday/Saturday of program airing
 - First Fri (6:30 a.m.) and first Sat (7:00 a.m.)
 - Will include “tips” from KVCC faculty
 - Career Talk info/links to be included in T-X emails to appropriate student populations
 - Culinary first featured pathway
 - Also carried via KVCC YouTube
 - Highlighting Corey Barrett’s segment on Food Network Spring Baking Championship
 - Segment carried by all FN channels/web sites
 - Automotive programs featured in April
- Valley Food Share
 - Just launched; information distributed
 - Resonated with local media/social media
 - Channel 3 interview w/Dr. Washington at 11 a.m. today
 - M-live has also called for interview with Dr. Washington

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Enrollment Management Update

- Get It Done
 - 2 locations
 - TTC: Wed, 7/31, 4 – 7 p.m.
 - AWH: Wed, 8/7, 4 – 7 p.m.
 - Hopefully will even out participants making easier/more efficient event
 - Will also assist KVAAP students
 - Same services at both sites
 - No major change in flow
 - Question raised re overall goal
 - Tracking enrollment or retention
 - Suggestion to identify number of new v. returning in effort to identify if other/additional services might be needed
 - Reported that this has been done for past events: Approximately 75% new; 25% returning; percentages have not changed significantly w/in last 3 years
 - Megan will share data
 - Event has been well received by students
 - Megan to share surveys re: student experience
 - Sarah stated this event has proven to be the only event/initiative that drives students in to address issues
 - Consensus was that event was good, but would be helpful to identify the end goal
- New Student Orientation
 - In Process
 - High School NSO
 - Mid April through first week in May
 - Students will be bussed in
 - 4 days scheduled; needed to add extra day
 - 18 schools responded
 - To date, 60-70 participants per session
- Target X
 - Application is up
 - Live prospects in system
 - Dynamic emails working well
 - Continuing to build admits
- Prospects
 - More prospects on campus this time of year (spring breaks)
 - More tours: individual and group
 - 2 new student workers hired to assist
- International
 - Specialist interviews next week

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Retention Update

- Messaging in progress
 - Sign-up for Orientation at time of testing
 - If registered for NSO, will do individual contact if scored below minimum placement testing benchmark
 - Still ironing out some details regarding this practice
- Fall 2019 Intake Survey
 - Revised to capture info for targeted messaging re: support services/outreach to students with specific barriers
 - Question raised re: consideration of summer survey
 - Not done; student mix is too large (due to large % of guest students) to provide any relevant/measurable issues; Easier to manage just those intending to enroll in Fall, keeping in mind that most KVCC degree seeking students enrolled in summer will likely take Fall classes
- Winter 2019 Survey
 - Preliminary data reviewed
 - Focused on scheduling opportunities; Collected responses regarding availability to take classes, preferred modality, etc.
 - Utilized “finite” response options to better gauge responses and gather more meaningful data
 - Survey questions will be built into TX; can be linked to individual students
 - Messaging will become automated and responses will be available for advising/counseling staff to view
 - Evan will distribute final results
- Student Voices Advisory Council
 - 1st meetings held in February
 - Coty/Ezra facilitated
 - Great feedback
 - Mapped out communication methods/content
 - Plan to use “acronym” icebreaker at next meeting
 - May use to make changes in NSO to determine how much students understand
 - Need better system to capture discussion

Target X

- Data mapping continues
- Business practices discussions/decisions continue
- Placeholder in May for user training
- Have identified final data mapping dates with TX
- Axiom project manager requested KVCC staff to co-present at TX Conference

Tim stated that other institutions are monitoring KVCC progress with TX, particularly immediate admit process

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Re-Up

- Tabled until April meeting

Ongoing Policy Review

- FTIAC Registration Restriction Policy
 - Reviewed Fall 2018: 1) success of late registrations, and 2) students dropping ALL registrations for returning students and FTIACs
 - Statistically, no difference
 - Discussion highlights
 - Late registration concerns
 - Students experience more issues if they register 1-2 weeks prior to the start of the semester vs. those that register 3+ weeks prior
 - Are we sending a message to students that “the first week of classes is not important?”
 - Students miss much information: safety issues, etc.
 - “Community” of first classes is critical to student’s acclimation
 - Faculty not always “receptive” to late arrivers
 - Staff/faculty not able to intervene, “move the needle”
 - FTIAC students are labor intensive
 - If direction is to provide additional support to FTIACs, must have resources to do so
 - Availability of classes at this point in the registration period is limited; May have an impact on student success in a course if it doesn’t fit their schedule well, is not sequenced properly, etc.
 - Currently, we market heavily that “there is still time to register” all the way through week prior to classes
 - Does this messaging conflict with what the data is telling us?
 - Initial policy restricted late registration for all students, not just FTIAC
 - Huge hit to college revenue
 - Very negative response from the student body
 - Applying in April, not registering until August
 - Why? Services we aren’t offering?
 - Group reiterated that community college students notoriously wait until the last minute to complete tasks regardless of the proactive tactics/marketing/etc. that occurs
 - Drop/Add process v. FTIAC registration policy
 - Currently the policy treats 2 groups differently
 - All or none?
 - TRS
 - Suggestion to move TRS into the education program (ex. TRS 104 may become EDU 104)
 - Purpose would be to remove the stigma often associated with TRS courses

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- Will allow high schools to pay for class
- May be some financial aid implications to switching TRS to EDU
 - Currently F.Aid can pay for TRS courses because they are considered “remedial/developmental”, even though they yield college level credit
- Alternative option to use late registration as an “indicator” as opposed to a registration block
 - i.e. Students registering for their first course <2 weeks prior to the semester start would be ‘flagged’ and proactive support model would be put into play
- Next Steps
 - Request to see additional data
 - Fall 2017 data
 - FTIAC vs. non-FTIAC; same data for comparison
 - Next term persistence and Fall to Fall persistence
 - Fall 18 Next term persistence
 - Participation in FYE