

# Enrollment Retention Committee

August 8, 2019

10-11:30 a.m.

TTC 4380

- I. Call to Order
- II. Approval of June Meeting Minutes
- III. Departmental Updates
  - a. Retention Plan progress monitoring
- IV. Institutional Research Update
- V. Get It Done attendance
- VI. Updated Directory – Department Search/“Asset Map”
- VII. Academic Probation – semester by semester count
- VIII. Other

## Retention Plan Progress Monitoring (as of July 2019)

<b>Operational Recommendation</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
Revise course schedule	X	X	X						A/R/R brought proposal to ISSES committee
Caseload based advising	X	X	X						Draft caseloads developed, criteria determined
Mid-Term grades	X	X	X						Retention brought universal reporting proposal to ISSES committee
Revamp early alert	X	X	X	X	X	X	X	X	Ongoing output and outcome analyses
Developmental placement	X								Indicators built in CRM
Recapture stop-outs	X	X	X	X	X				Second "cohort" delivered May 2019
Course attendance	X	X	X						Plan mapped, AWH 2 <sup>nd</sup> floor for pilot in F19
Campaign alignment	X	X	X	X	X	X	X		Campaigns = prospect thru completer
Dropped non-pay outreach	X	X	X	X	X	X	X		MyValley display active, Outreach ongoing
Student in-take survey revision	X	X	X	X	X	X	X	X	F19 in place, CRM campaigns integration
<b>Focus Projects</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
Identify at-risk factors	X	--	X						Retroactive look at F18 survey data that may correlate with outcomes
Math remediation w/ K-12	X	X	X						Initial meetings with potential partners
CRM implementation	X	X	X	X					Retention implementation continues, Framework is developed
Asset map development	X	X	X	X	X				Asset map vehicle = Department Directory
<b>Ongoing Projects / Programs Influencing Retention</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
FYE	X	X	X	X	X	X	X		Continuing to scale/add programs
Mandatory orientation	X	X	X	X	X	X	X	X	Analysis MO course outcomes complete
Mandatory career advising	X	X	X	X	X	X	X	X	All UNDC FTIAC/ many other prog. incorporated
Academic probation	X	X	X	X	X	X	X		3 <sup>rd</sup> semester recorded
Gateways to Completion	X	X	X	X	X				
GLW, AMP, 8x8, Rapid Rev.	X	X	X	X	X	X	X		
KVAAP	X	X	X	X	X	X			First cohort began Fall 2018

# Enrollment-Retention Committee Minutes

## June 20, 2019

Present: J. Abbott, C. Almeda, E.J. Bast, A. Cederberg, C. Colella, M. Collins, L. Depta, E. Dominianni, S. Hubbell, K. Johnson, B. Lueth, A. Marsh-Peek, D. Mondoux, N. Nielson, C. Olson, E. Pauken, M. Pauken, B. Reynolds, C. Voss; T, Welsh  
Absent: M. Adams, B. Bates, C. Cockerel, L. Cool, S. Hermann, C. Ross, C. Stroven, L. Thomas, M. Thompson

Minutes were approved

### **Auto Awarding**

- Sarah Hubbell spoke on the efforts of Carey Stolsonburg, in capturing students who are eligible to be auto awarded.
  - Work will continue to identify students who are eligible in the future.

### **Institutional Research Update**

- Summer Enrollment
  - Small fluctuations
- Fall Enrollment
  - Enrollment is trending better this month (June) the previous month (May).

### **Departmental Updates**

- New Student Orientations
  - There are more offered than previous years and are capped at a 60 person capacity
  - Format for New Student Orientation has been received well by students and employees.
  - Overview of New Student Orientation format will be given the next meeting by Angela Marsh-Peek and Coty Dunten.

### **FTIAC Registration Policy**

- Evan opened up discussion on history and context of where the policy is currently.
- Note summary from prior meetings reviewed.
- Alisha discussed eligibility of TRS classes for financial aid
  - must be a credit bearing class
- Discussion regarding requiring FYE students who register near the beginning of the semester (ex: 2 weeks prior to semester starting).
  - Discussion followed regarding process of opening more sections.
  - Discussion around when students register for classes equating to them being successful. Other factors should be looked at (barriers, etc).
- Suggestions were made to possibly add question(s) to new student survey in Mid-August (for fall semester) to gather information on reasons why they are enrolling at this point in time prior to semester starting.
- Exceptions to any policy that is designed around requiring FYE for students who are enrolling two weeks prior to semester starting need to be identified. For example: International Students, Transfer Student, Students with barriers, and so forth.
- Clarity of a unified communication about emphasizing importance of registering early was discussed.
- FTIAC Policy Revision
  - Motion by L. Depta
    - E. Pauken/EJ Bast to draft new FTIAC Policy to include bullet points of pros and cons
      - add language regarding support services
    - Motion is approved
  - Completed draft will be sent out to cabinet for final recommendations, feedback, and approval.

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

JULY 2019

#### ENROLLMENT

- The July 31 Get It Done event at TTC had 225 students in attendance. Thank you to everyone who worked this event, we received positive feedback from students and families.
- College Night date is confirmed for October 14 from 6:00pm-7:30pm
- High School Counselors' Breakfast: September 27 at The Groves campus. More to come on the details of this event.
- International New Student Orientation will be on August 21 at 9:00am. There will be an opportunity for KVCC staff to meet with our new International Students the same day at the ice cream social at 2:30pm in the Forum.
- Outreach for the new school year has already begun with off campus events that are schedule for August and September.

#### INTERNATIONAL STUDENT SERVICES

- ISS sent an email marketing campaign to 3,800 TOEFL test takers.
- International orientation is Aug. 21.
  - Expecting about 12-15 new international students in the fall.
- ISS is launching an online portal with IDP Connect in several languages for student recruitment.
- New recruitment flyers and folders are in the works this summer.

#### RETENTION AND COMPLETION

- **ReUp:** Summer 2019 semester final enrolled headcount of ReUp students is 113. Currently Fall stands at 275.
- **Registration Campaign:** Currently underway is a calling campaign encouraging a targeted group of students to register for Fall 2019. The list includes 2400+ students that were enrolled Fall 2018, did not transfer, did not graduate, and persisted either into Winter 2019 or Summer 2019. Campaign scheduled to wrap up on August 9.
- **Batch Cancel:** To date, 390 of the 999 students (39%) dropped during batch cancellation have re-enrolled. This percentage of re-enrollment is slightly higher at the 3 week post batch benchmark than it was after Winter 2019 batch cancellation. Winter 2019 batch cancellation re-enrollment rate finalized at 53%. We will continue to monitor and report on re-enrollment rates of these students.
- **Proximity Reader Attendance Pilot:** Readers have been installed. IT currently working to retrofit/develop wellness center programming to track attendance and incorporate individual course information into the data so it is more usable by instructors. Plan to integrate into Target X and send out communication to students upon absence. Will also monitor closely during pilot.
- **Fall Intake Survey:** Ongoing collection and monitoring of responses. Planning to review F18 responses to analyze correlation with outcomes (e.g. Course Success, cumulative GPA, persistence, etc.).
- **"Asset Map":** Updated departmental directory has been published on website. Contains updated departmental information searchable by keyword that reflects the asset map information collected. Please submit updates to key word searches for your departments to Evan or IT.

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

JULY 2019

- **Program Not Correct Campaign:** Planning to begin hold calling campaign for students indicating their program on file is not correct (via intake survey). Call to action is to have their program updated with a counselor/advisor. We plan to do this after the start of the Fall semester, extracting any students that changed their program between survey completion and the date range of the campaign. Also plan to remove students that were contacted last year for this purpose and FYE students who will be diving deeper into career exploration.

#### STUDENT SUCCESS SERVICES

- **Kalamazoo Promise Services:** With enrollment currently down for Fall, KPS is participating in radio spots to encourage enrollment, targeted to KPS and Promise Scholars.

## KVCC Academic Standing Description/Count by semester

	Summer 2018		Fall 2018		Winter 2019	
	Distinct Count	% of Total Enrolled	Distinct Count	% of Total Enrolled	Distinct Count	% of Total Enrolled
Probation, Action Required (PX)			1	0.01%	68	0.9%
Warning, Action Required (WX)	4	0.1%	170	2.1%	219	2.9%
Warning, Complete Plan (WP)					3	0.04%
New student under 12 cr hours (IO)	820	23.7%	1794	21.8%	1255	16.7%
Good Standing (00)	34	1.0%	109	1.3%	47	0.6%
Good Standing (GO)	14	0.4%	710	8.6%	1200	15.9%
Standing, Prior to Policy (ZZ)	2594	74.8%	5429	66.1%	4737	62.9%
Total Enrolled	3466		8213		7529	