

# Enrollment-Retention Committee Minutes

## August 8, 2019

Present: C. Almeda, E.J. Bast, A. Cederberg, C. Colella, M. Collins, L. Cosby, L. Depta, E. Dominianni, A. Fontaine, S. Hermann, S. Hubbell, K. Johnson, P. Linden, B. Lueth, A. Marsh-Peek, E. Pauken, M. Pauken, C. Voss; T, Welsh

Absent: J. Abbott, M. Adams, C. Cockerel, L. Cool, D. Mondoux, N. Nielson, C. Olson, C. Ross, C. Stroven, L. Thomas, M. Thompson

Minutes were approved

### Departmental Updates

- E. Pauken reviewed the Retention Plan; highlights include:
  - Stop-Outs
    - 113 were recaptured in Summer
    - ReUp activity
      - Second list (14,000) sent; 275 have re-enrolled
        - Will continue to monitor
      - Next Re-Up “check in:” early December; may be “virtual”
  - Proximity Reader Attendance Pilot
    - AWH 2<sup>nd</sup> floor and computer center readers installed
      - Currently capturing data/formatting reports
      - Anticipate fully operational by Fall semester
      - Data to be shared with Financial Aid per request of A. Cederberg
  - Calling Campaign: Fall 2019
    - List received from IR; 2,491 students (from Fall 2018)
    - To be completed by end of today
    - Feedback to be reviewed for possible trends/barriers to enrollment
      - Per Ambassador callers, feedback to date towards campaign has been most positive for several years; students thankful/appreciative of receiving reminder
  - Batch Cancel
    - To date, 390 of 999 dropped (1,400 dropped in FY 18) have re-enrolled.
      - Slightly higher v. Winter 2019 batch cancel
    - KUDOS to Financial Services and Marketing for assistance in effort
    - Pre-batch list
      - Re-Up names were pulled and sent to Re-Up Coach for early intervention
        - Discussion re: criteria by which Re-Up paid for services
        - KUDOS to E. Pauken for Re-Up contract negotiation/finalization
  - Asset Map Reviewed on-line
    - Additional sharing:
      - Admin +
      - new Employee Orientation
      - KV Focus, 8/15

### IR Update

- Fall Enrollment
  - Down 4.1% v. 8% last week
    - Includes enrollments from 7/31 and 8/7 Get It Done events
      - 2 events had very positive impact
    - Early-Middle College still to register

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### Get It Done

- 7/31, 225 participants (v. 240 TOTAL in 2018)
- 8/7, 130 participants
- Anticipating doing more downtown events
- Positive comments on layout/flow
  - Helpful to have event contained in one building
    - Helpful to have CNM tour due to computer lab location
- Question re: having academic program participation due to lack of faculty support
- Suggestion made to have Student Voices Advisory Council table
- Several out of town students participated: Kent County; Detroit
  - M. Vanderhill for developing/coordinating check-in process
  - IT for staying on top of issues

### Academic Probation semester by semester count

- Numbers reviewed
- Reiteration that as time moves forward, numbers will continue to grow
- Discussion followed re: Academic Probation Policy/Process, etc.
  - E. Pauken stated that drafted recommendations from Academic Probation Implementation were given to P. Eagan for discussion/forwarding to P. Linden.
    - E. Pauken to follow up with P. Eagan and P. Linden
  - C. Almeda offered comments re: benefit of TRS 105 and FYE courses within the Academic Probation process
  - M. Collins reiterated recommendation to merge Academic Probation Policy/Academic Probation Implementation Committees
    - Suggestion made to add A. Fontaine to group

### Other

- New Student Orientation (NSO)
  - L. Cosby reviewed data re: enrollees for NSO
    - 595 total (4/19-7/10)
      - 53% enrolled for full-time status
      - 30% enrolled as part-time
      - 17% enrolled with 0 credits
        - Still part of the enrollment funnel
        - Messaging continues
    - KUDOS to Student Success staff for positive attitudes with NSO
- Advising/Counseling Drop in Hours
  - Update re: drop-in advising hours and appointment
- Food Share
  - Support dollars needed
    - Another Food Share Drive is in development
  - Grant for support is in process
  - Discussion re: need for permanent funding
    - Committee to quantify issues and need to maintain desired level of support for 8/2019 through 6/2020 and send to M. Collins

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- Adult Learner Workshop
  - M. Pauken stated “Never Too Late to Learn” workshop planned by organization in Detroit
    - No cost; 1 hour
    - Stated may investigate for possible incorporation in KVCC Enrollment strategies/offerings
- FTIAC Policy
  - Per E. Bast, draft policy has been sent to Cabinet for review (8/20/19, per M. Collins)
  - Anticipate sharing at the Sep Enrollment-Retention Committee
  - L. Cosby inquired about a previous data request re: a breakdown of placement scores in an attempt to determine % of students coming to KVCC are not college ready
    - E. Pauken will follow up w/D. Mondoux