

# Enrollment-Retention Committee Minutes

## September 13, 2019

Present: J. Abbott, C. Almeda, A. Cederberg, D. Coates, C. Cockerel, C. Colella, M. Collins, L. Cosby, L. Depta, E. Dominianni, A. Fontaine, C. Gearig, S. Hermann, S. Hubbell, K. Johnson, P. Linden, B. Lueth, A. Marsh-Peek, D. Mondoux, N. Nielsen, C. Ross, E. Pauken, C. Voss; T, Welsh

Absent: M. Adams, L. Cool, C. Olson, C. Stroven, L. Thomas, M. Thompson

Minutes were approved

### Marketing Analytics Presentation

Federated Digital Media presented re: philosophy/processes etc. behind KVCC's marketing Plan.

Highlights include:

- Components of Marketing Plan
  - Branding
    - Custom audience targeting
    - General branding presence is constant
  - Lead Generation
    - Continually refined to identify quality students for programs
  - Social Engagement
  - Responsive Web
- Core "program" Buckets
  - General studies
  - Arts
  - Culinary
  - Health
  - Industrial Trades
- Geographic Targeting/Fencing
  - Can target specific events/time frame/location if deemed appropriate (College nights)

### Departmental Updates

- E. Pauken reviewed the Retention Plan; highlights include:
  - Calendar Intake Survey
    - Today and every Tuesday
    - Targeted, based on responses to survey questions
    - Request to send survey information to switchboard and Office of Institutional Support
  - 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
    - Cancellation rate is lower
    - Re-enrollment efforts continue: calling/email campaign
      - Re-enrollment Rates up: 52.7% v. 40%

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### IR Update

- Fall Enrollment
  - .5% in the “right” direction
  - Enrollment number likely to stay flat from this point forward
    - Currently are at levels similar to early 1980’s
  - Per D. Coates will be registering approx. 110, Early Middle College/Education for Employment
- Discussion re: how to increase credit hours/head count
  - Request made to review data (for past 5 years) per program area to see where declines have occurred
  - Question re: budgeted credit hours
    - Budgeted: 145,000 v. 66,500 YTD (46% of budget)
  - What is the “sweet spot?”
    - Realistic goal v. environmental issues
    - What is capacity:
      - Schedule
      - Seats
      - Support staff/processes/facilities: counselors, etc.
  - “Right size” conversations have not moved forward
  - Current model is not sustainable
    - Must utilize data/info from students to assist in maximizing class schedules, facilities
    - Will take time, but must begin now
  - Have weathered storms via business model and continued forward thinking

### Student Services Hours of Operation

- Tabled until Oct meeting

### Other

- Auto Awarding of Degrees
  - 146 degrees “auto” awarded
    - Students would not have otherwise graduated
  - Very positive comments/response to process