

Enrollment-Retention Committee  
September 11, 2020

Present: Adams, M.; Almeda, C; Bell, E.; Bertch, D.; Cederberg, A.; Coates, D.; Colella, C.; Collins, M.; Cosby, L.; Depta, L.; Dominianni, E.; Dunten, C.; Eagan, P.; Fontaine, A.; Gearig, C.; Herrmann, S.; Hubbell, S.; Johnson, K.; Labadie, T.; Lueth, B.; Mondoux, D.; Nielsen, N.; Pauken, E.; Pauken, M.; Reynolds, B.; Thomas, L; Voss, C.; Welsh, T.

Absent: Marsh-Peak, A.; Corbett, T.; Cool, L.; LaPenna, J.; Ross, C.

Minutes of 8.13.20 were approved as presented

### Institutional Research

- Fall Enrollment
  - Approx. 14% down v. 2019
    - Unlikely that number will change significantly
  - Stats v. 2019
    - High school numbers are up
    - New transfers largest decrease
    - Gender: 50% fewer men
    - Out of state is up slightly
    - Ethnicity
      - African-American down 28%
      - “unknown” is up; lack of reported data
    - Age
      - 17 and under numbers are up
      - 60+ are down
    - FTIAC In-district
      - Down (Portage has largest decrease v. KPS in 2019)
      - Per Megan, lower FTIAC numbers were expected, due to small graduating class size (down 500 v. 2019)
  - Discussion re: opportunity for second 12/8 week classes
    - Several areas monitoring/adding sections as warranted
      - TRS, ENG, HUM, History, Math, Sci, Health
    - Added-sections data, per Sarah Hubbell
      - 12 week: 72 v. 62 (2019)
      - 8 week: 37 v. 35 (2019)
    - Still able to capture students
      - Enrollment calling campaign (app on file/no registration) continues: 800 remaining
        - Message can be revised; and “recalls” made
      - Discussion re: reconfiguring class list by program area and sending out
        - Per Mike, suggest to hold off
          - Need to ensure more testing opportunities are available
          - Effort underway to possibly reduce number of classes having math bench-marks; could positively impact enrollment

Enrollment-Retention Committee  
September 11, 2020

- Discussion re: evidence of “clogs” in system due to shift to remote/online services
  - Question whether 1) there were clogs; 2) if so, where; 3) does current “clog” data track to previous semesters
    - Institutional Support
      - “clogs” were minimal; most issues addressed immediately; HOWEVER, would be good to review
    - Instruction/Student Success/Enrollment Committee
      - Annual review “what worked/what didn’t” to take place next week
        - Issues will be identified/action plan created to address issues
    - ARR (Enrollment Management concurred)
      - Most common issue was placement testing/process, etc.
      - Discussion re: placement testing concerns
        - Ability for student to retrieve ALEKS code developed
        - Placement Testing Submission form created
        - Testing Center Web page revamping underway
          - Simplifying; addressing navigation issues

## Marketing

- InFocus
  - Results indicate very effective vehicle to communicate with students
  - Every/other Tuesday distribution (next issue, Tue, 9/22)
    - Content for inclusion due Friday before
  - Two issues sent the last 10 days
    - Sep 1
      - 96% open rate
        - Multiple opens (10-15 times), with the most recent open being this morning; students continue to use as reference
    - Sep 8
      - 45% open rate
      - Top clicks
        - Self-screening
        - Coronavirus page
        - CARES act
        - Valley IDS
        - Bookstore
        - Library
- KV Focus
  - 1st and 15th distribution
    - 20-23 % open rate
- Target X/social media promotion
  - 8/12 week class promotion beginning
  - Winter registration next on list
- Valley Food Share Distribution
  - Every/other Thu, alternating between FIC and TTC
  - Summer activity: average 10-15 orders; 50% pick up rate
  - 31 current orders for next week’s pick up; Sunday is cut off day for applications
  - Volunteer list for assembling packages to be sent out

Enrollment-Retention Committee  
September 11, 2020

- Winter Registration opens 10/5
- Digital/Social Media campaigns
  - Search Engine Marketing continues
    - Professional Trades, Culinary/Brewing, General College, Art and New Media, Health Careers
  - FB Custom Audience Targeting and Over The Top TV (Streaming and Subscription TV)
    - Skilled Trades Expo, Skilled Trades, Health Careers, KVAAP, EMC, Winter Semester Registration
  - Social continues to stress
    - Safety and Financial Aid Availability Messages; SSS Chat and Virtual Appointments -- rolling in student Mental Health Services available on Campus
- Videos in progress
  - KVAAP: Postings/Usage
  - Online Classes at Kalamazoo Valley: Pre Production
  - “Fun” Student Recruitment Videos: Early Stages (Megan)
  - KVM “Orientation” and Promos: Early Stages
  - Smart Catalogue Tutorial: Pending
  - Virtual Skilled Trades Expo: In Process
  - International Video: Chris/Megan
  - On The Horizon: FYE
- Virtual Skilled Trades Expo: [www.kvcc.edu/skilledtradesexpo](http://www.kvcc.edu/skilledtradesexpo)
  - 10/1
  - 4 sponsors to date

**Target X Update**

- Messaging
  - Student Covid Training (in-class/hybrid classes) messages pushed
    - 1,600 sent; 500 have completed training
    - Lists updated as necessary; messaging continues
      - Used out bound messaging to students yesterday (Inside-Out); received responses back
  - Tuition Credit
    - Only 50% with remaining credit have enrolled
  - ALEKS messaging – in development/testing
    - Relays score on placement test
    - Suggests helpful ALEKS modules based on chosen classes
- Student Events
  - Conducting virtual events via Zoom
    - Events are also on College Calendar
  - Registration form “auto fills” after student enters Valley # and name
    - Enables capturing information

Enrollment-Retention Committee  
September 11, 2020

**Debt Forgiveness Program**

- Program has been under discussion for short while
- Student Criteria
  - Disengaged for minimum of 2 years
  - Under \$1,000 Balance owed
  - Collection and/or Financial aid hold
  - 2.0+ GPA
  - Must submit application
- Enrollment criteria
  - Completed FAFSA
  - Must cover cost for classes for which student is currently enrolled
  - Successful completion of class: 50% reduction
  - Degree completion: remainder 50% waived
- Approximately 600 currently qualify (pre-identified)
- Even working to determine additional support services that may be necessary
  - If approved, MCAN College Coach could shepherd group
  - Will work with Student Success for alternative support mechanism
- Cabinet to review next week (per Brian)
- Coordinating efforts w/external partners (K-Promise)
- If approved will implement Winter 2021
- Communication/messaging being drafted

**Departmental Updates**

- Future for Frontliners
  - New Scholarship program for those designated as essential frontline workers through Stay Home, Stay Safe order
  - Launched 9/10
  - Roster of students to be sent from State as applications are submitted/vetted
  - Free tuition at in-district community college for those who qualify
    - Must be in Pell eligible program
    - Must review if student is Pell eligible
    - Scholarship is last dollar
    - Cannot be used for second degree
      - If already have Certification, can be used for degree completion
  - PLEASE SHARE in all areas: students (currently enrolled could qualify), employees
    - Per Erin, info will be on Website by end of day
    - Included in InFocus; KVFocus+; and KVFocus (end of Oct)
    - Suggestion made to share info with business partners
      - Linda to follow up re: Alisha speaking to Manufacturer's Consortium
- Valley CARES application
  - Funds still available
  - PLEASE SHARE

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September 11, 2020

- Records/Registration Data
  - Post-Summer 2020
    - Academic Honors 17 more than 2019
    - 248 students left on 123 waitlists for Fall
    - 22 students dropped from 25 CRNs after cancellation for prerequisite drops
  - Fall 2020
    - Applications down 30%
- Orientation
  - 831 (2020) v. 1577 (2019)
  - 355 have not completed to date
    - Messaging continues incorporating “registration hold” is possible
- TRS
  - FYE
    - Concern that numbers are down
    - Continue to discuss why
    - Video being developed in conjunction with Marketing
  - General Education Course
    - Offered for first time in Winter
    - With crisis in number of teachers available in marketplace, hopeful for boost in enrollment
- EMC/Dual Enrollment
  - EMC Orientation
    - 225 new students
      - 114 from KRESA
      - 111 from Van Buren (out of total 120 students)
  - Dual Enrollment
    - 106 Enrolled for WPE 112
- Paused for 9/11 Remembrance
  - Per Linda, Dr. Washington video re: 9/11 remembrance currently running on social media
- Virtual IDs
  - Process going well; approximately 400 processed
  - Some students submitted without appropriate documentation or inappropriate picture
    - ISS staff reaching out to rectify
  - Faculty asked to allow 2 week grace period for students to acquire ID
- KVAAP
  - Recruiting continues
    - 22 new v. 65 (2019); increased activity seen in last two weeks
    - Enrollment deadline extended to 10/2
    - PLEASE SHARE; direct to website: <https://www.kvcc.edu/KVAAP/>

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- Enrollment Management
  - Changes in events impacting enrollment
    - All enrollment conducted virtually
    - Continuing to work Fall 2020 enrollment in addition to Fall 2021
    - High school info sessions
      - All being done virtually
      - Schools requesting different days/times
        - Working to meet school requests for virtual events
  - Viewbook
    - Few hardcopies available
    - Interactive version available on website
    - Hispanic version in process
  - College Night
    - Traditional event cancelled
    - Video Series
      - Partnering w/WMU and Kalamazoo College
      - Highlighting higher education opportunities “close to home”
        - Available for “global” viewing
      - Panel from 3 schools
      - Student contact information will be shared among KVCC/WMU/K College
    - Transfer-based version in process
  - Counselors Breakfast
    - Traditional event cancelled
    - Counselors required to participate in annual “sketches”(CEUs)
      - 2020 program requires more credits re: college/college development
    - Efforts in process for Groves to be site for sketches
    - Continuing to research sketch opportunities for counselors
- Transfer Resources/Multicultural Services
  - Transfer Tuesdays
    - Opportunities for 4-year partners to meet (virtually) with students
      - Larger 4-year institutions engaging in program (University of Kentucky)
  - Western Wednesdays (exclusive)
    - Will resume later in September
  - Sister to Brother
    - Slightly different format
    - Will meet as collective group initially, then move to break outs
    - Please share any ideas for content/departmental spotlight
- Advising/Counseling
  - Stats (August)
    - 1893 drop in appointments
    - 636 booked appointments
  - Kalamazoo Promise
    - 139 students; approximately 100 decrease from norm
    - First-year Promise Coach hire in process

**Other**

- Student Attendance
  - Concern that attendance/engagement is spotty
    - Student not checking email
  - Discussion/suggestions re: communicating expectations
    - Need to communicate that participation (in-class/remotely) is critical
    - Need to clarify “attendance and engagement” for remote classes
  - Linda/Erin D/Paige to brainstorm message/mechanism to communicate to students the need to attend/engage with classes
    - Per Laura, videos are very effective

DRAFT