

Enrollment-Retention Committee

December 11, 2020

Present: E Bell, A Cederberg, D Coates, L Cosby, E Dominianni, C Dunten, P Eagan, K Johnson, T Labadie, A Marsh-Peak, D Mondoux, M Pauken, B Reynolds, L Thomas, C Voss, T Welsh

Absent: M Adams, C Almeda, C Colella, T Corbett, L Depta, A Fontaine, C Gearing, S Hubbell, J LaPenna, N Nielson, E Pauken, C Ross

Minutes of 11/13/20 were approved as presented

Institutional Research

- Working on Enrollment Report, winter semester is shaping up
 - Total Students -18.4%
 - Credit Hours -19.1%
 - Contact Hours -18.0%
 - Headcount by student
 - Returning: Prior Semester -22.3%
 - Returning: Not Prior Semester +26.7%

Marketing

- Distributed Branding Reference Guide, 2021 Strategic Plan update and new video campaigns
- Advising and Counseling message was sent to students via text, email and social media
- New page on website for Dual Enrolled students
- New videos for social media highlighting the “New Normal”
- When registration closed, students were sent a link to complete a form requesting a phone call when registration re-opened. 39 students signed up

Business Office

- Currently sending out 2nd round of balance reminders for fall so that students can register for winter semester.
- Sending emails to students that have fall balance, offering options for students to take care of their balance. Looking for creative solutions to reach these students, as many do not read their emails and these students need to make contact with the Business office to learn of their options.
- Institutional Cares Act funds are still available for costs related to instruction, Software, and PPE

Dual Enrollment & EMC

- The college was approved for a grant from MCAN this fall, which will be used to support efforts to expand math remediation at the high school partnership level.

IT

- Tim Welsh shared a photo of accident that caused the internet outage on 12/8/20

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- Tim Welsh, Deb Coates, Aaron Snead are working with KRESA discussing technology needs for the EMC and Dual Enrolled students. Working with Cameron Buck, Lisa Bartels and Mark Spackmun monthly to discuss any issues and resolve obstacles these students may have.

Financial Aid

- Financial Aid is out of Cares Act funding, the office received 700 applications for Cares Act assistance. Do not hesitate to refer students who need help with Winter tuition to the financial aid office.
- F4F students who are on our roster from the state have holds on their tuition/accounts to allow time for the college to receive their FAFSA.
- Financial aid is calling F4F students on state roster that still need FAFSA
- Financial aid is waiting to hear if the Reconnect Program, through the state of Michigan, will begin in the summer of 2021 or fall of 2021. This program is similar to the Futures for Frontliners scholarship and would be available to adults over the age of 25 who do not currently have an associate degree. Financial aid is waiting for more details on the program.

Enrollment Management

- The student Instagram takeovers have been a huge success. Students really want to hear other students' stories and suggestions. Looking for recommendations from other departments for possible students to add to Instagram account so that we represent from a number of student groups and demographics.
- Current calling campaign is to "applied, not registered" students
- The 2021 Merit scholarship is now available online only. Requirements for test scores and counselor signature have been removed. Applicants will be required to apply to the college and attach their transcript before submitting application. The scholarship will now have one application deadline of March 1, 2021.
- The college was recertified for I-17 for International Students.
- No guidance yet on how International Students will proceed for winter semester.

Instruction and Student Services

- The Online New Student Orientation has been updated and now includes Adult, Transfer & Returning Student Orientation. This orientation will be especially helpful to adult students who are new or returning after a long break from college. The F4F students would benefit from doing the orientation as many are adults who have not attended college.
- Discussion about how to get the message out to students to complete the orientation determined that it could be discussed at the counseling and advising level and also faculty could either inform students to complete or even show the orientation in their classes. It was also suggested that an email be sent to students the week before classes begin, as that may be the most receptive time for a student to receive the information.

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- 147 students have completed online orientation for winter.
- Counseling appointments are full, but drop-in appointments will be available until Christmas break and again when we return in January until classes begin.
- Current calling campaign includes students who were enrolled in fall, but have not registered for winter yet. Current campaign is receiving a 25% answer rate and calls are lasting 15 to 30 minutes.
- The last food share of 2020 will be 12/17 and will be “beefed up” to help students get through the winter break.
- KVAAP winter registration is moving slowly, Louis asked that we direct students who may qualify to contact him.
- The “Kick Start” program will be introduced for the winter semester. These classes will be a mixed mode, with classes meeting in person for the first four weeks and transition to online for the remainder of the semester. Marketing will share the list of kick start classes as soon as it is available.