

## Enrollment Retention Committee

March 12, 2021

10 – 11:30 a.m.

Your “comfy” spot

- I. Approval of February meeting minutes
- II. IR Update (DM)
- III. Marketing Update (LD/ED)
- IV. MI Reconnect / F4F Updates (AC/EP)
- V. Enrollment Management, Retention & Completion Master Plan
- VI. Other/Departmental Updates

<https://zoom.us/j/93888215681?pwd=cytTenlrZzFuY3B6QU5FMzJ5eis5dz09>

### NEXT MEETING

FRIDAY, APRIL **16**, 10 a.m.

**Enrollment-Retention Committee**  
**February 12, 2021**

Present: M. Adams, C. Almeda, E. Bell, C. Cockerel, C. Colella, L. Cosby, L. Depta, C. Dunten, A. Fontaine, C. Gearing, S. Herrmann, S. Hubbell, T. Labadie, B. Lueth, A. Marsh-Peak, D. Mondoux, E. Pauken, M. Pauken, C. Voss, T. Welsh

Absent: A. Cederberg, D. Coates, T. Corbett, E. Dominianni, P. Eagan, K. Johnson, J. LaPenna, B. Reynolds, C. Ross, L. Thomas

Minutes of 12.11.20 were approved as presented; motion by Cosby, support by Mondoux

**Institutional Research**

- Enrollment = 10% better than anticipated
- IPEDS Graduation Rate (first time/full time)
  - Historically hovered around 10%
  - 2019 = 20%; possible anomaly
  - 2020 = 20%
    - KUDOS to ARR (Sarah and Carey) for auto-award efforts
  - Discussion re: focusing on student type could result in positive impact on enrollment
    - Future for Frontliners
    - Reconnect
    - Other FTIACS

**Marketing**

- Infocus newsletter open rate very high
  - Result of critical/timely information sent for inclusion in newsletter
- High-school Counselor Newsletter had 60% open rate
- Web Team/IT
  - Updating landing page; more info to come
    - Daily activities will to be more prominent on landing page
  - Expanding in-house video production capabilities
    - KUDOS to Coty for being first video: places to study on campus
- The KVCC Written Style Guide and College Brand Reference Guide were included in today's meeting packet for information/reference.
- Social media presence
  - Planning group developing plan
    - Megan, Chelsie, Coty, Ezra to be added
  - Suggestion made to also work on boosting Instagram presence

**MI Reconnect**

- Rolled out 2/1
- Anticipate more media coverage in short term
- Lynn Grammel is KVCC contact person
- State is hiring "navigators"
  - KVCC to have assigned navigator

**Enrollment-Retention Committee**  
**February 12, 2021**

- Tuition/fees covered in full
  - In-district tuition award amount
    - KVCC in-district rate very competitive to other in-district rates
      - KVCC out of district higher than most other in-district
    - KVCC could cover gap between in/out of district
  - “last dollar”
  - FAFSA required, but don’t have to qualify for financial aid
- Hold code = RC
- Criteria
  - F4F non-qualifiers
  - 25 y/o +
  - Without degree or default
  - No application deadline
  - Do not have to register in calendar year 2021
  - Must maintain 2.0
- Landing page reviewed
  - Info sessions available; sign up link on landing page
- Program is huge opportunity for certain student populations (stop-outs)
  - All messaging campaigns retriggered to push information re: Reconnect
- Discussion
  - Suggestion: add Reconnect “blurb” to all current videos
  - Good information for trades programs and adult populations
    - Need to be confident in ability to support specific/numerous needs of adult populations; need for extra “grace” for students
      - Suggestions
        - Evening co-horts
        - Adult NSO
        - Kick-start framework could be good option for Reconnect adult-learners
        - Survey population re: self-report comfort with technology
        - Survey F4F re: barriers/issues they faced
        - Adult population “College 101”
          - FAFSA
          - Technology
            - Tech workshops through the learning center
          - How to study

**Committee Charter**

- Charter will be emailed
  - Members asked to review and provide comments/suggestions to Evan

**Enrollment Management, Retention & Completion Master Plan**

- Timeline
  - Focus of next few months
- Approach
  - Student type and age component

**Enrollment-Retention Committee**  
**February 12, 2021**

**Other**

- Registration Date Change
  - Concern re: impact on returning students, as Fall registration opens so close to the end of Winter 2021
  - Prioritization: needy students first, work down the list from there
  - Would be helpful to have a Degree Works Academic Plan in place for as many students as possible prior to the end of the Winter semester
  
- Portage Rotary Presentation
  - Linda presenting re: KVCC Foundation would like Portage Central or Northern grad to accompany
  - Group asked to advise of any individuals who might be willing to accompany her
  
- Student Issues/Concerns
  - Technology
  - Asynchronous classes
  - Faculty accepting late assignments
  - Discussion
    - Tech workshops through the learning center
      - Offer prior to start of semester
      - Evan to discuss with Denise Lindsley
    - Running tutorials during office hours
    - Some tutorials (technology/processes) available in MyValley
    - Tutorials on demand
    - Survey Reconnect/adult student populations
    - Disable CANVAS links
      - Per Tim, Instructional Designer will help with these types of issues

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

3.12.21

#### FYE

- Fall 2021
  - 2 sections dedicated for the Reconnect students (25years and older)
  - Focus
    - hands on training
    - working in Canvas for courses at KVCC and some tips and tricks for working with technology
  - Will continue to emphasize the many resources that are available to our students at KVCC
  - Looking to have guest speakers to talk about Work / School / family life balance.

#### MARKETING

- Summer and Fall Student Recruitment Promotion: In Process
  - MI Reconnect
  - WWMT “News” Buy: \$ 8,820
  - OTT
  - Yard Signs
  - Digital/Social
  - “New Normal”, “It’s On”, “Erica B”, Reconnect
  - Target X Campaigns, including COVID credit, promoting Kalamazoo as the coolest city, when to register, adult learner NSO, Reconnect next steps (complete FAFSA, enroll, register)
  - Student Recruitment Events
- KV Focus (to printer March 10)
  - MI Reconnect
  - Summer Guest Student Enrollment Promotion,
  - Health Care Careers Deadlines and Respiratory Care Student Profile/ Valley Students Serving the Community During the Pandemic
  - Police Academy
  - KVCC Foundation OFE Event
  - HR “Ad”
  - KVM Virtual Festivals/Foodways, USDA
- InFocus (March 8): 39% open rate, top clicks: class schedule, student activities/orgs, Reconnect
- InFocus (Feb. 23) 41% open rate, top clicks: class schedule, Facebook, Instagram
- Updated college homepage. Marketing to update content.
- Operation 10,000 Instagram followers: coordinated effort by Enrollment Management, Marketing and Federated Digital
- Updating college viewbook. Translation of International Viewbook in progress (Spanish, Arabic)

#### STUDENT SUCCESS

- **Kalamazoo Promise**
  - Increased scholarship from 130 to 145 credits
    - Will assist those who:
      - Change majors
      - Are taking transitional/repeat courses
      - May wish to change course of study