

Enrollment Retention Committee

May 13, 2021
10 – 11:30 a.m.

- I. Approval of March meeting minutes
- II. IR Update (DM)
- III. Marketing Update (LD/ED)
- IV. Enrollment Management – HS and community outreach plan (MP)
- V. TRS ReConnect Update (CA)
- VI. Enrollment-Retention Plan Development
 - a. Consolidating initiatives and related work
 - b. Identifying timelines
 - c. Identifying leads
- VII. Other/Departmental Updates

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

NEXT MEETING
THURSDAY, JUNE 10

Enrollment-Retention Committee

April 16, 2021

Present: C. Almeda, A. Cederberg, C. Colella, L. Cosby, E. Dominianni, C. Dunten, S. Hubbell, K. Johnson, T. Labadie, B. Lueth, A. Marsh-Peak, D. Mondoux, M. Morales, E. Pauken, M. Pauken, C. Ross, C. Voss, T. Welsh

Absent: M. Adams, E. Bell, C. Cockerel, D. Coates, T. Corbett, L. Depta, P. Eagan, A. Fontaine, C. Gearing, S. Herrmann, J. LaPenna, A. Moore, B. Reynolds, L. Thomas

Minutes of 3.12.21 were approved as presented; motion by D. Mondoux, support by E. Dominianni

Institutional Research

- Enrollment
 - Summer
 - Comparisons to last year are not “apples to apples,” due to the Academic Calendar shift
 - Will have better picture of summer enrollment by mid-June
 - Last week v. 2020: 1-.5% down
 - This week v. 2020: up
 - Per Chris, International summer enrollment is up 77% v. 2020

Marketing

- InFocus
 - Distribution on Monday
 - Send info today for inclusion
 - Open rates continue to be good
- Social Media Calendar
 - Currently being planned
 - Send events/activities, ASAP
- Video Production
 - Annette Shetty (Print Services) working on several short videos
 - Per Tim, video production to be incorporated in to job description for the position

Debt Forgiveness

- Sizeable number of students qualify for program
- Will use prior communication plan
- Majority of Future \$ Frontliners/MI Reconnect students who return are redirected to Debt Forgiveness program

Enrollment Management, Retention & Completion Master Plan

- Evan reviewed the process/timeline:
 - Documenting current practices/initiatives
 - Brainstorming new initiatives
 - Vetting timeline, responsibility, etc
- Angela commented that EdAmerica, currently partnering w/Student Success on an initiative, has requested to see the plan by 7/1

Enrollment-Retention Committee

April 16, 2021

- Current/future initiatives will be categorized to facilitate incorporation into KPIs
 - Business practice/systems/policies
 - Communication/outreach
 - Course scheduling/instruction
 - Direct student services
- Members provided
 - Additional information and/or clarification for current plan content
 - additional initiatives
- Members were asked to
 - review the document prior to the next meeting
 - add notes/comments, etc. and return to Evan
- Next steps
 - Identify timeline
 - prioritize

Michigan ReConnect: English and Reading Co-Curricular Redesign

Notable changes:

- Change TRS to EDU as part of this process. (EDU: *Education and Student Development*)
- ENG 079 and TRS 102 going away.
- No longer will TRS 104 or TRS 105 be a co-requisite for lowest-level reading class.
- FYE is going through a name change: EDU 104: *College and Career/FYE*
- Lowest level reading entrance score (at benchmark) for both reading classes – EDU 096 and ENG 099
- No more Rapid Review testing and re-placement
- Those below reading (only) for 110 might reach-out to instructors for “admit to 110” request

EDU 096 (3 credits, a new reading support class)+ENG 078 (3 credits)= 6 credits

- Same 18 students in both classes. No additional students.
- Same instructor teaches both classes.
- One CRN used in each of the classes as is normal for other classes.

AMP ENG 098 (2 credits)+ENG 110 (3 credits) = 5 credits

- 12 students in the support class (students at college-level reading but are below college-level writing)
- Same instructor teaches both classes. Could be two days on-campus or one day hybrid/each class on campus.
- ENG 110 has the AMP cohort (12-14 students) + traditionally placed students reaching 24 total students enrolled
- One CRN for the 098. A CRN for the AMP students in 110. A different CRN for regularly enrolled 110 students.

AMP ENG 099 (a redesigned 3 credit reading/writing support class- 3 credits) + ENG 110 (3 credits) = 6 credits

- 12 students in the support class (for students who are below college-level reading and writing)
- Same instructor teaches both classes. Could be two days on-campus or one day hybrid/each class on campus.
- ENG 110 has the AMP cohort (12-14 students) + traditionally placed students reaching 24 total students enrolled
- One CRN for the 099. A CRN for the AMP students in 110. A different CRN for regularly enrolled 110 students.

Additional Notes:

- Regarding our lowest level: EDU 096 / ENG 078, some students could skip the 2nd layer of co-requisites to 110 only in the next semester after earning a 3.5 or 4.0 in the 096/078 blend
 - a. Those 3.0 and below would choose between AMPs
 - b. **Upon their instructor’s recommendation** those earning a 3.5 or 4.0 would take the questionnaire and / or have a conversation to decide if they wanted to jump to 110 only or take an AMP.
 - Working on this with counselors to provide clear directives for faculty
 - c. It would be suggested that instructors handle this one-on-one vs. making an “all class announcement”
 - d. **“Exit Essay” will be sourced with a bibliography but no internal citations required.**
- Discussion between faculty is important in regard to implementing a “midterm” grade conversation with students. TBD
 - a. If students are in danger of failing one or both of their AMP courses (098/110 or 099/110), we should reach out to counselors to suggest a withdrawal. **Clear directives will be provided.**
 - b. Students should remain in both Eng.078 and EDU 096 with learning support.
 - c. We are examining how we can connect them with support services (tutorials via. the Library or Learning Center and/or instructor led-workshops or support sessions) so they are able to earn the credits they need to move forward in the next semester (TBD – something formal by way of a workshop, etc?)
- We are developing a pathway to provide an opportunity for **those students who test below benchmarks** in reading and writing allowing them to improve their skills enough, so they are able to enroll in ENG 078/EDU 096.
- Multiple measures at work: SAT/ACT/Accuplacer. HS. GPA and grades in last English classes. Questionnaire. Instructor and counselors working together to move students forward and find for them the support they need.

LEGEND: CA – Classic Accuplacer, SAT, NGA – New Generation Accuplacer, ACT

WRITING PLACEMENT

Current	Placement	Starting W2022	2022 Placement
Sentence Skills 0-49 (CA) 0-16 (SAT) 200-229 (NGA) 0-12 (ACT)	Below Benchmark	Sentence Skills 0-49 (CA) 0-16 (SAT) 200-229 (NGA) 0-12 (ACT)	Below Benchmark We will be providing a “Path to Success” via. PLATO modules in the Learning Center. TBD.
Sentence Skills 50-75 (CA) 17-21 (SAT) 230-246 (NGA) 13-14 (ACT)	ENG 078 or ENG 079 <i>(see previous score sheet for 079 scores)</i>	Sentence Skills 50-75 (CA) 17-21 (SAT) 230-246 (NGA) 13-14 (ACT)	ENG 078 + EDU 096 (reading) 6 credits Required co-requisite
Sentence Skills 76-89 (CA) 22-24 (SAT) 247-259 (NGA) 15-17 (ACT)	ENG 098 or ENG 099 <i>(see previous score sheet for 099 scores)</i>	Sentence Skills 76-89 (CA) 22-24 (SAT) 247-259 (NGA) 15-17 (ACT)	ENG 098 + ENG 110 5 credits Required co-requisite if reading scores meet or exceed 53 CA, 22 SAT, 248 NGA, 14 ACT) -OR- ENG 099 + ENG 110 (reading) 6 credits Required co-requisite if reading scores are below 53 CA, 22 SAT, 248 NGA, 14 ACT)
Sentence Skills 85-89 + Reading 53+ (CA) 23-24 + Reading 22+ (SAT) 254-259 + Reading 248+ (NGA) 16-17 + Reading 14+ (ACT)	Decision Zone <i>(with consideration of HS GPA and the placement questionnaire)</i>	Sentence Skills 85-89 + Reading 53+ (CA) 23-24 + Reading 22+(SAT) 254-259 + Reading 248+ (NGA) 16-17 + Reading 14+ (ACT)	With counselor approval: ENG 110 only - only if reading scores meet or exceed: 53 CA, 22 SAT, 248 NGA, 14 ACT). 3 credits
Sentence Skills 90-120 (CA) 25-40 (SAT) 260-300 (NGA) 18-36 (ACT) ENG 110 requires a minimum reading score of 53 CA, 22 SAT, 248 NGA, or 14 ACT -OR- successful completion of ENG 098 or ENG 099	ENG 110/160	Sentence Skills 90-120 (CA) 25-40 (SAT) 260-300 (NGA) 18-36 (ACT)	ENG 110 3 credits or ENG 160 4 credits require a minimum reading score of 53 CA, 22 SAT, 248 NGA, or 14 ACT <i>If students do not meet the reading co-requisite scores needed, please ask the students to find 2+ sections of English 110 for which they are interested in registering. Have them email the instructor and cc the counselor regarding a request to “enter the course with instructor approval.”</i>

LEGEND: **CA** – Classic Accuplacer, **SAT**, **NGA** – New Generation Accuplacer, **ACT**

READING PLACEMENT

Current	Placement	Starting W2022	2022 Placement
Reading 0-33 (CA) 0-17(SAT) 200-225 (NGA) 0-11 (ACT)	Below Benchmark	Reading 0-33 (CA) 0-17(SAT) 200-225 (NGA) 0-11 (ACT)	Below Benchmark We will be providing a “Path to Success” via. PLATO modules in the Learning Center. TBD.
Reading 34-52 (CA) 18-21 (SAT) 226-247 (NGA) 12-13 (ACT)	TRS 096 and TRS 104/105 with minimum test scores met for writing and math	Reading 34-52 (CA) 18-21 (SAT) 226-247 (NGA) 12-13 (ACT)	EDU 096 + ENG 078 6 credits if Sentence Skills 50-75 (CA) 17-21 (SAT) 230-246 (NGA) 13-14 (ACT) -OR- ENG 099 + ENG 110 6 credits if Sentence Skills 76-89 (CA) 22-24 (SAT) 247-259 (NGA) 15-17 (ACT)
Reading 53-85 (CA) 22-24 (SAT) 248-262 (NGA) 14-18 (ACT)	<b style="color: red;">TRS 102 is not offered in F2021. <i>If students do not meet the reading scores needed for 110, please ask the students to find 2+ sections of English 110 for which they are interested in registering. Have them email the instructor and cc the counselor regarding a request to “enter the course with instructor approval.”</i> TRS 104 at counselor/advisor discretion	Reading 53-85 (CA) 22-24 (SAT) 248-262 (NGA) 14-18 (ACT)	No reading placement needed Students may take the 098/110 co-requisite (5 credits) with writing scores: 76-89 (CA) 22-24 (SAT) 247-259 (NGA) 15-17 (ACT) -OR- Students may take ENG 110 (3 credits) only with writing scores: 90-120 (CA) 25-40 (SAT) 260-300 (NGA) 18-36 (ACT) -OR- Students may take ENG 160 (4 credits) only with writing scores : 90-120 (CA) 25-40 (SAT) 260-300 (NGA) 18-36 (ACT)

ENROLLMENT-RETENTION COMMITTEE
DEPARTMENTAL UPDATES
05.13.21

COUNSELING AND ADVISING

- Revisions to Math and English Developmental Ed
 - Required by MI Reconnect
 - Will impact Summer 2021
 - Working with faculty, marketing, ARR to proactively reach out to students needing support

ENROLLMENT MANAGEMENT

- **"Kalamazoo Valley on the Road: Senior Celebration Series"**
 - Celebration all of graduating in-district high school seniors (including alternative schools and private schools) specific to individual schools
 - May 17 – June 4
 - Student will receive senior celebration swag bag with recruitment materials, a swag item and a snack
 - May have the Cougar Cruiser on site as seniors are leaving to hand out materials and help student with questions
 - Other schools are having us attend events such as their senior parades, practice graduating and cap and gown pick up.
 - Intend to continue into other "on the road" events throughout the summer targeting area neighborhoods and offer services to adult learners interested in enrolling.
 - We are also looking to cohost one of these events with the Kalamazoo Promise sometime this summer as well.
- **Inside Out Event Dates**
 - **ACC:** Wednesday, July 28 from 10am-6pm
 - **TTC:** Tuesday, August 3 from 10am-6pm
 - These events will be staffed from 8:30am-7pm
 - Will operate very similarly to last year, being hosting primarily outside and as a preregistration event, offering 15 slots every 30 minutes throughout the day.

MARKETING

- Summer and Fall Student Recruitment Promotion: In Process
 - Kalamazoo Valley on the Road
 - New ARR video tutorials
 - MI Reconnect - including updates to EM web pages and www.kvcc.edu/reconnect
 - WWMT "News" Buy: \$ 8,820
 - Digital/Social: "New Normal", "It's On", "Erica B", Reconnect
 - Target X/Mail Chimp Campaigns: scheduling tool video, when you can register, guest student, vaccine clinics, academic standing policy updates, transitional math updates, campus tours, supporting your student, Merit, adult learner NSO, Reconnect next steps (complete FAFSA, enroll, register), honors program for international students.
 - Videos in development: Summit, Target X, Jalen Hooper - student story
- InFocus
 - May 7: 61% open rate, top clicks: Valley IDs, Coronavirus page, Bookstore
 - April 19: 32% open rate, top clicks: vaccine locator, CDC, English department essay, Career Coach
- OFE virtual baking show ticket sales has generated nearly \$75,000

ENROLLMENT-RETENTION COMMITTEE

DEPARTMENTAL UPDATES

05.13.21

TRANSFER RESOURCE SERVICES

- WMU Transfer Info Session
 - Thu, May 6, 5:30 p.m.
 - Wed, May 26, 5:30 p.m.
- WMU Transfer Enrollment Steps Session
 - May 14
 - These virtual events for incoming transfer students will allow you to receive assistance completing your next steps, engage with WMU representatives and get your questions answered about joining the Bronco community.
 - <https://wmich.edu/transfer/futurebronco>
- MSU Virtual Transfer Program
 - May 19
 - This admission counselor-led virtual program includes an overview of MSU and details on transferring credits and the admissions process. Following this overview is a student-led virtual tour of MSU's campus.
 - <https://admissions.msu.edu/visit/visit-options>