

# Enrollment Retention Committee

September 10, 2021

10 – 11:30 a.m.

- I. Approval of March meeting minutes
- II. IR Update (DM)
- III. Marketing Update (LD/ED)
- IV. Intake Survey (EP)
- V. Enrollment-Retention Plan Development (EP/MP)
  - a. Finalizing timeline, progress monitoring, primary point(s) of contact/lead(s)
  - b. Communication
- VI. Verification Waiver
- VII. Other/Departmental Updates

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

## Enrollment-Retention Committee

June 17, 2021

Present: E. Annis, A. Cederberg, C. Colella, E. Dominianni, C. Dunten, A. Fontaine, C. Gearing, T. Labadie, B. Lueth, A. Marsh-Peak, A. Moore, E. Pauken, M. Pauken, B. Reynolds, L. Thomas, C. Voss

Absent: M. Adams, C. Almeda, E. Bell, T. Corbett, C. Cockerel, D. Coates, L. Cosby, L. Depta, P. Eagan, S. Herrmann, S. Hubbell, J. LaPenna, D. Mondoux, M. Morales, Ross, T. Welsh

Minutes of 05.14.21 were approved as presented; motion by A. Cederberg, support by A. Marsh-Peak

### Institutional Research

- Enrollment
  - Summer/Guest
    - Continues to decline
  - Fall
    - Up in majority of categories v. 2020
    - Question when comparisons will switch to date-to-date v. week-to-week
      - Evan to check w/Dan
    - Billy commented that when in-person capacities are raised, significant across the board jumps could be seen
    - Evan asked if there are specific courses where enrollment is less than capacity; possible issue w/on-line courses
  - Megan inquired re: credit hour tracking; fall v. budget
    - Brian indicated number needs to be updated to reflect Fall 2022 number
      - Evan will follow up w/Dan

### Marketing

- Student Planner
  - Please send as much available information as possible **by 6/21**
- Social/Digital Marketing Plan was rev
  - Digital billboards will run on i-94 in July
- Leshieka Williams story
  - 180 Facebook comments
  - Media contacts received also.
- FIC Grant
  - Have received 2 inquiries

### Enrollment Management Plan

- “Thank you” to Marketing for beautification
- Key Metrics
  - Reviewed metrics tracked in the funnel
    - Individuals to advise re: any missing data
- Outcomes/Objectives were aligned
  - Some data was consolidated
  - Most info/data was shared
    - Individuals to advise re: any missing data or corrections that are needed

## Enrollment-Retention Committee

June 17, 2021

- Next Steps
  - Plan will be monitored/updated as indicated
  - Discussions will continue
    - Will be a standing agenda item
  - Per Allison Plan is very helpful from HLC perspective
- Per Megan, plan is being reviewed at VP level
  - May result in some revisions
  - Will be transparent with processes
- Discussion where will the plan “live?”
  - Internal v. public facing
  - Landing page for similar documents
  - Employee portal
- Appreciation extended for assistance
  - Conversations were VERY helpful
  - Much strategic work/effort involves

### Enrollment Management

- Inside-Out
  - ACC: Wed, 7/28, 10 – 6 (staffed 9-7)
  - TTC: Tue, 8/3
  - Very similar to previously, w/exception for any special accommodations
    - Pre-registration/health screening/mask-social distancing mandates
  - Marketing campaign to begin 7/4
    - Dates included in InFocus
  - Megan to advise Angela re: planning meeting
- Get It Done
  - Winter dates/process in discussion
  - May have issue, due to space needed for instruction

### Intake Survey

- Included in the Enrollment/Management Plan
- Discontinued during pandemic to alleviate additional barrier for registering for classes
- Enrollment-Retention Committee has driven the process in the past
- Fall Survey
  - Focus is to identify needs/facilitate responses
  - Responses used to push notifications re: resourced
    - Pushes spaced out to avoid overwhelming students
    - Can be automated via TX
  - Discussion re: whether to push out for Fall semester
    - “Uncertainty continues (students/institutional): wait until Winter”
    - “Send it the earlier the better”
      - “Agree” need to know expectations for adult classes
      - “Agree” due to funding sources available
    - Per Allison, survey is mechanism to track how much information students use

## Enrollment-Retention Committee

June 17, 2021

- Suggested issues for inclusion
  - Housing/food insecurity
  - Desire to continue w/online classes
    - ? online/hybrid/in-person
    - Technology needs
- Question re: removal of any questions (?keep at 10)
  - Bus passes
    - Need to determine if still available/bus schedule: could remove
  - Question #2 could be removed
    - Being covered in other areas
    - Per Erin A., impact Financial Aid; suggest not removing
  - Question 7 covered elsewhere
- Per Erin D., if pushing for Fall, need to revisit responses for clarity/specifics
- Will need to be able to respond to requests received
- Per Evan, emails will go out via TX
  - May track via “click through”
  - Individuals to send additional thoughts/questions

### Other

#### Advising/Counseling

- Increased need for appointments due to no in-person orientation
  - Additional Tue/Wed telephone “drop-in” appointments to begin in July
- **Enrollment**
  - On-the Road
    - 1<sup>st</sup> week completed
    - All 21 schools participated in some form; connected w/53% of county seniors (KPS = 35% of county students)
    - Will do earlier next year
  - Outreach
    - Scheduling neighborhood events and events for adult learners
- **Institutional Support**
  - Virtual IDs continuing
  - First implementation meeting for IV Chat Bot will be next week
- **Online Orientation**
  - 120 students have completed

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

09.10.21

#### CIS

- Fall
  - Several classes are being offered using Mixed Modality
    - 12 on campus F2F seats
    - 12 Remote Zoom seats
    - instructor utilizing multiple camera's to the entire 24 students
  - Awaiting feedback from students and instructor on this new teaching modality
- Winter
  - NEW CIS 105 Intro to Computer Info Systems
    - F2F and online version
    - will introduce students to
      - several different areas of computers
      - networks
      - programming
      - home security
      - smart devices
    - no pre-requisites; open to the public

#### COUNSELING AND ADVISING

- Activity
  - Sep 7-10 wrapping up rush drop-ins
  - Sep 13 - 17
    - Will offer
      - more limited drop-in availability
      - scheduled appointments (in-person and remote)
- New Advisors as of 7/6
  - Apryl Scheffler-Martin: Business
  - Nate Anderson: Trades
  - Kelly Reed: Health Careers

#### FINANCIAL AID

- Fall 2021 Valley CARES application now available to all students
- Work-Study positions are available wages are \$11.00/hour for on campus and \$12.00 for community service positions.
- Currently, we have 979 registered Futures for Frontliners Students and 684 registered Michigan Reconnect students for the fall semester.
- Postcards will be sent to students encouraging them to reach out to the Financial Aid Office if the student has experienced financial hardships.
- As of 9/1/2021 we have received 7,706 FAFSA's. (see attached 2021-2022 ISIR Data sheet)

#### INTERNATIONAL STUDENT SERVICES

- Kristina Pudasaini, International Student Support Specialist started this week.
- Federal permission for returning international students to take as many online classes as necessary extends through the fall semester.
- Welcomed 22 new international students (including guests) for the fall semester.

**ENROLLMENT-RETENTION COMMITTEE**  
**DEPARTMENTAL UPDATES**  
**09.10.21**

**KALAMAZOO PROMISE**

- Summer 2021: 186 Registered Students,
  - 97% in good standing
  - 3% on Probation/Suspension
- Aid Year: 2122 ( Fall 2021)
  - Term: 202210
    - Registration Status: 409 Registered Students
    - Fall 2020 - 454 Registered Students
    - Students are still registering
- Students in Transitional Studies Aid Year: 2122 ( Fall 2021)
  - Term: 2
  - 02210
    - Ethnicity: 109 (Students) All Ethnicities
    - Fall 2020- 135 Students

**MARKETING**

- **New/Updated Printed Materials - if anyone needs copies, please contact marketing.**
  - Student Handbook
  - College Promotional Poster
  - Viewbook
  - Volleyball Program
  - Wobbler
  - Students in Distress Flow Chart
  - Student Services Contact List
  - 2nd 8/12 week classes (In progress)
  - Annual Report (In Progress)
- **Recent/Ongoing Email Campaigns**
  - Placement Testing Follow Up
  - Met with Advising, not Registered - follow up
  - Safe at College Training
  - Academic Standing
  - Laptops
  - Discharging Student Balances
  - student Contact
  - Reconnect
- **Videos**
  - Student profile
  - Graduate profile
  - WTTA - in progress
  - Business Program - in progress
  - Fire Academy - in progress
  - Kalamazoo Promise - in progress

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

09.10.21

- **Updated on the College Website:**
  - Student Handbook
  - Online Promotional Store
  - Revised announcement section in My Valley
  - Volleyball photos
- **Updated COVID-19 Related Documents:**
  - Contract Tracing Process
  - Frequently Asked Questions
  - Safe On Campus Training Modules
  - Information and Links on [kvcc.edu/coronavirus](http://kvcc.edu/coronavirus)
  - Bi-Monthly Updates in the KV Focus Plus
  - Bi-Monthly Updates the InFocus
- **De-escalation Tips for Difficult Face Covering Conversations:**
  - Fall Summit Faculty and Staff Virtual Workshops
  - College Social Media Videos
  - Special Staff and Faculty Email Communication
- **Specific Health and Safety Communication Prior to the Start of Fall Semester, August 30 through September 10:**
  - “Pop Up” Messaging on MyValley (Student and Staff Log IN Portal)
  - Special President’s Letter on the Homepage of the College Website
  - Special Start of Fall Semester KV Focus Plus E Newsletter for Faculty and Staff
  - Special Start of Fall Semester InFocus E Newsletter for Students
  - College Social Media, On Hold Messaging, College Website Landing Page and [www.kvcc.edu/coronavirus](http://www.kvcc.edu/coronavirus)
- **Campaigns with Significant Open Rates:**
  - InFocus - Sept. 3 - 69.9%
  - Academic Standing - 70.1%
  - Summer Congrats - 52.5
- **Next InFocus goes out Sept. 13 - please send any updates to marketing.**

#### RETENTION

- Debt Forgiveness Program
  - As of 9.9.2021
    - 39 students re-enrolled for the Fall 2021 semester under the Kalamazoo Valley Debt Forgiveness Program
    - 116 unduplicated students have submitted applications for the program, to date.
- Retention and Completion Coach - Math Liaison
  - Position created in response to developmental education reform put in place by the State of Michigan
  - Will support students placing into various levels of developmental and college-level mathematics courses, based on their ALEKS assessment
  - Position will implement a tiered model of wrap-around support services, mentoring, coaching and guidance for a designated cohort of students
  - Anticipate filling this position and having someone in place to assist students leading into the Winter 2022 semester.

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

**09.10.21**

- Withdrawal Survey
  - Implemented in Winter 2021; ongoing
  - Report of findings (to include responses submitted during the Winter/Summer/and Fall 2021 semesters), to be compiled at conclusion of Fall 2021

#### **TRS Updates**

- Fall
  - 17 FYE courses offered this fall - online / blended and f2f
    - \*2 are geared towards “FFF” students
- Awesome FYE video available via. Youtube: <https://www.youtube.com/watch?v=xXSocrPuo74>
- Anna and Cheryl both supported the KVAAP bootcamp this summer
- TRS 108 “Foundations of Education” full for fall
- Two instructors from TRS were honored with “Instructional Awards” at The 2021 Fall Summit
  
- Winter
  - Official change from TRS to EDU
- Talking with the Trades about an FYE requirement
- 3 new EDU courses being introduced
- 2 sections of EDU 108 scheduled
- Continued expansion in the EDU area



