Enrollment-Retention Committee
February 11, 2022

Present: E. Annis, K. Denman, L. Depta, C. Dunten, P. Eagan, A. Fontaine, C. Gearing, S. Hubbell, A. Marsh-Peek, D. Mondoux, A. Moore, M. Morales, E. Pauken, M. Pauken, C. Ross, M. Thompson, C. Voss.

 Absent: C. Almeda, M. Adams, E. Bell, N. Bergan, C. Cockerel, D. Coates, C. Colella, A. Cederberg, T. Corbett, E. Dominianni, S. Herrmann, T. Labadie, J. LaPenna, B. Lueth, B. Reynolds, Thomas, T. Welsh

Minutes of 1.14.22 were approved as presented; motion by D. Mondoux supported by M. Pauken

Institutional Research
- Winter Enrollment
    - Minimal changes
    - End result will likely be within .5% of current number
    - Noted that 2022 v. 2021 in-district FTIACS are slightly down where same group out-of-district made substantial gains
    - Discussion re: traditional students looking for in-person/hybrid where Reconnect are wanting all virtual options
        - Need to identify nuances by academic plans
- Fall modalities
    - Available closer to start (2-3 weeks prior to registration); many adjustments in process.
- Summer enrollment not yet available
    - Per Evan, options to improve guest enrollment in Summer are on the radar screen
        - Per Megan, this year's campaign for guest students to be more robust
            - Angela requested to be included in planning
    - Suggestion to reach out to athletes
    - Per Sarah, applications are trending similarly to previous years
    - Other target groups include
        - Fall Reconnect who did not enroll for Winter
            - Will lost funding if they do not have a plan or enroll for Summer
- Three Year - Graduation Rate
    - Continuing upward trend, nearly 10% over the last decade
        - Metric is first time/full time student cohorts completing in <=3 years
- Retention: stable over 5 year period

MARKETING
- Campaigns
    - Increasing awareness for 2nd 8 weeks, 10 weeks, 12 week classes
- Community College Month
    - www.Kvcc.edu/ccmonth

Computer Literacy Workshops
- Per Evan, definite need identified with Reconnect and non-traditional students
    - Ben Herbert, College Completion Coach setting up Computer Literacy Workshops for cohorts
        - Can include other groups
    - Evan asked members to
        - take this idea back to team to identify skill/content needs for in order to build content
        - share comments/suggestion with the group via
            - Retention Plan
            - Directly back to Evan
- Discussion re: students struggling with CANVAS
    - Faculty set up courses differently, creating confusion
        - Discussion re: using uniform organization for CANVAS
            - Per Paige, conversations are in progress
    - Mike commented that some community colleges are moving away from CANVAS
    - Consensus that every student should be added to Passport
    - Coty to follow up on possible modules that could be added to Orientation
- Discussion re: "Returning To College Course" to be taken before any other courses
    - Live/in-person environment
    - Paige suggested a task force be charged with
        - Compiling content components
        - Reviewing best practices (nationally)
    - Paige/Evan to follow up re: next steps

Enrollment-Retention Plan
https://docs.google.com/spreadsheets/d/1Rj95HXoENmwA9LZY4AmScNxaa-VgOHZjyltI5Zzf1ZA/edit#gid=1848512794

- 2.1 (Information Center)
    - Information Center going into myValley next week for feedback
- 2.3 (Classroom Technology)
    - More info at future date
- 4.2 (One-Stop Service Center)
    - Looking at ticketing system
        - Will help with tech-based data
    - Documenting process/procedures
        - Per Paige
            - Tier work with processes/procedures in process
            - Blending services
            - Conceptual design in process
- 5.6 (Single Points of Contact for Reconnect, etc.)
    - Good procedures are in place

- Feb Updates:
  - 3.4
  - 4.5
  - 6.3

EARLY REGISTRATION TUITION DEADLINE UPDATE:

A small group* of us met on March 7, 2022 to discuss the early registration tuition deadline and the need for possible changes. The reason for the discussion is due to processing constraints identified in the Financial Services and Financial Aid offices from the shortened registration pause for batch cancellation due to non-payment and the fact that this process falls on the same day as the financial aid refund process.

The group discussed a number of alternatives and ultimately determined that it is more beneficial to overall registration numbers to spend additional time ensuring the batch cancel process is completed accurately and the appropriate students were dropped (and more importantly not dropped) than it was to rush to re-open registration. Having additional time during the batch cancel process to review students in the Financial Aid department prior to the drop should result in fewer tuition delay holds and subsequent drops for non-payment/additional actions needed by the student.

We will be extending the registration "pause" by one additional day as follows [changes to go into effect starting with Fall 2022 registration]:

- Summer/Winter tuition deadline will remain on Tuesday at 7 p.m. and registration will close at that time and will re-open on FRIDAY at 7 a.m. (instead of Thursday)
- Fall tuition deadline will move to MONDAY at 7 p.m. and registration will close at that time and will re-open on THURSDAY at 7 a.m. (due to the college being closed on Fridays in the summer)
  - The Financial Aid and Financial Services offices will hold additional late hours until 7 p.m. on this additional Monday tuition deadline to accept payments and financial aid documents. Other offices that typically have late hours on Tuesdays should evaluate the potential need based on typical department traffic and staffing availability/resources.

Semester	Registration Open		Early Payment Deadline 7 p.m. on:		Registration RE-Open 7 a.m. on:		Semester Starts		Days from Deadline to Semester Start	Days from Registration to Deadline
Summer 2022	Mon	7-Mar-22	Tues	5-Apr-22	Thurs	7-Apr-22	Mon	9-May-22	34	29
Fall 2022	Mon	4-Apr-22	Mon	18-Jul-22	Thurs	21-Jul-22	Wed	7-Sep-22	51	105
Winter 2023	Mon	10-Oct-22	Tues	8-Nov-22	Fri	11-Nov-22	Mon	9-Jan-23	62	29
Summer 2023	Mon	6-Mar-23	Tues	4-Apr-23	Fri	7-Apr-23	Mon	8-May-23	34	29
Fall 2023	Mon	3-Apr-23	Mon	17-Jul-23	Thurs	20-Jul-23	Wed	6-Sep-23	51	105
Winter 2024	Mon	9-Oct-23	Tues	7-Nov-23	Fri	10-Nov-23	Mon	8-Jan-24	62	29
Summer 2024	Mon	4-Mar-24	Tues	2-Apr-24	Fri	5-Apr-24	Mon	6-May-24	34	29

*Meeting held via Zoom on 3.7.22. Attendees were Sara Herrmann, Brian Lueth, Lori Evans, Sarah Hubbell, Deb Coates, Alisha Cederberg, Erin Annis

BATCH CANCEL REVIEW PROCESS:

Once the tuition deadline has passed. Financial Aid completes their review of all documentation that has been received through the deadline and applies/awards all aid that can be processed at that time. Tuition delays are added to any students that are in process/have issues where Financial Aid does not want the student to be dropped as part of batch cancel to give additional time to review the student account.

Once Financial Aid has completed their process. Financial Services requests an initial round of batch cancel reports. These reports show the list of students scheduled to be dropped for non-payment. These reports are then reviewed by staff in our office for students that should be excluded from the drop. Typical situations would include students that have have partial financial aid, but have a balance or have Kalamazoo Promise less than 100%. These students would typically get a short-term (10 day hold) to prevent them from being dropped during the batch cancel and then the students will receive an email notifying them of their balance due.   Other situations where we may choose to "not" drop a student could be where a student has paid a portion of their balance (typically more than 50%), but not all of the balance, or only has a small balance remaining. These students would also get a short-term hold and would be emailed regarding their balance.

ENROLLMENT-RETENTION COMMITTEE
DEPARTMENTAL UPDATES
03.11.22

COUNSELING AND ADVISING
- New Student Orientation
    - April-May
    - Returning to in-person format
- "Connection Event" (AWH)
    - 3.9-10.22
    - First of its king
    - Team is wrapping up activities
- EAA
    - Retreat 3.23
    - Reports shared/information being synthesized for review during event

FINANCIAL AID
- Cares Funds
    - still available for winter semester
    - will have funds available for summer as well
        - Summer applications available May 9th
- Work Study positions available for summer semester
- FAFSA Completion clinics
    - FA Office
    - Monday and Thursdays from 1:30 to 4pm.
    - Students are encouraged to sign up at https://forms.gle/kRvxvijYgFJ6oqWP9
- FAFSA Nights
    - Tuesday evenings
    - 4:30- 6:30pm
- Awarding for 2022-2023
    - will begin mid April
        - waiting for banner patch with Pell schedule

International Student Services
- Attending Michigan Association 3.16-18.22 with Megan Pauken and Kristina Pudasani

Marketing
- Kalamazoo Valley Taps On Tuesday Hosted by the College's Alumni + Group
    - You are invited to join us for special Taps On Tuesday events on March 29 and April 26. These events, hosted by the college's Alumni+ group, are designed to help you reconnect with the college, visit with friends and learn more about all the great things happening at the college!
    - These social events will be held in the 418 Restaurant at the Culinary and Allied Health Building on the Bronson Health Living Campus from 4:30-6:30 p.m. The amazing skills of college culinary and brewing students will be on display for your enjoyment. Offerings include student-made beers, a local wine selection and shareable appetizers, all for just $5.
    - All current and former college employees and alumni are welcome to join the fun. For more information, call Denise Thomas, Alumni+ Coordinator at 269.488.4314.
    - Register for the March 29 event at https://docs.google.com/forms/d/e/1FAIpQLSdqgeRh5izL5cZgYWGMoKm6OgKptOdH7iDf120Br_oa3aj-lQ/viewform

APRIL IS COMMUNITY COLLEGE MONTH

Together with the nearly 1,000 other community colleges across the country, Kalamazoo Valley Community College will celebrate Community College Month during April.

This month-long campaign was designed to improve awareness about the economic, academic and equity advantages of attending a community college and to celebrate the students of Kalamazoo Valley!

The credentials earned by our students prepare them to transfer to four-year universities or to fill in-demand careers in fields including healthcare, skilled and professional trades, technology, art and new media, culinary arts and much more. Community College Month is our opportunity to remind people about the huge influence our graduates make on the vitality of Southwest Michigan.

JOIN US AS WE CELEBRATE!

- **April 1: Student Fine Art Show**
  Opening at the college's Center for New Media on the Arcadia Commons Campus, downtown Kalamazoo. This juried exhibition of Kalamazoo Valley student work displays a variety of traditional mediums that include painting, drawing, photography, sculpture and ceramics. The show continues all month at www.facebook.com/ KalamazooValleyCNM.

- **April 4: Fall Semester Registration Opens**
  www.kvcc.edu/register

- **April 5: Office of Diversity and Inclusion Respecting Differences**
  Kalamazoo Valley counselor faculty LaSonda Wells, Ph.D., LPC, NCC, presents "Filling Other's Baskets without Emptying Yours," Time: 9:30 - 11 a.m. and 1:30 - 3 p.m. on April 6 at Western Michigan University's Miller Auditorium. Contact Director of Diversity and Inclusion, Trice Batson, tbatson@kvcc.edu, for more information and to register for this in-person event.

- **April 5 - 9: Foodways Symposium**
  The Kalamazoo Foodways Symposium inspires and empowers the greater Kalamazoo community to honor our agricultural history and heritage cuisines, celebrate good food and work together to build a just and healthy future for all. Register for live virtual sessions and see the complete schedule at www.kalamazoofoodways.org.

- **April 19: Conversations with Tommy Orange**
  Kalamazoo Valley Community College's "About Writing" Visiting Writers Series welcomes Tommy Orange on April 19 for two events: an on-stage conversation at 10 a.m. and a reading and on-stage conversation at 2:15 p.m. in the Student Commons Theater, Room 4240, at the Texas Township Campus. Both events will be followed by a book signing.

- **April 19/20: Days of Giving**
  Kalamazoo Valley Community College faculty and staff are encouraged to financially support student scholarships. The first $5,000 will be matched by a generous Foundation board member.

- **April 21: Kalsec/Kalamazoo Valley Culinary Student Competition "Food for Thought"**
  Culinary students compete for scholarships and other prizes provided by Kalsec.

- **April 26: Alumni Taps On Tuesday**
  Join us at the Marilyn J. Schlack Culinary and Allied Health Building 418 Restaurant on the Bronson Healthy Living Campus, downtown Kalamazoo, hosted by the college's Alumni + group. Reconnect with the college and others while enjoying award-winning beer made by our brewing students and delicious appetizers prepared by our culinary students! The fun starts at 4:30 p.m., $5 payable at the door. Space is limited, so make your reservation early! Register by calling 269.488.4314.

- **April 27: College Retiree Celebration**
  Invitation only event.

- **April 29: Arbor Day/A Day of Remembrance**
  College employees remember those who are no longer with us.

- **April 30: The Gilmore Keyboard Festival Film Series**
  Presented in the Mary Jane Stryker Theater at the Kalamazoo Valley Museum at noon, April 30 - May 4, the films presented in this series are carefully selected by Festival staff to enrich the Festival patron experience. Free and open to the public, advanced registration required. Register at kalamazoomuseum.org/events/the-gilmore-piano-festival.

For a full list of activities, visit www.kvcc.edu/ccmonth.

KalamazooVALLEY™
community college

"As the area's largest employer, Bronson is always hiring new team members. And I am confident when we onboard Kalamazoo Valley grads that they have the training to care for our patients."

Rochelle Hoskin, Alumna
BRONSON VOCATIONAL COORDINATOR