

Enrollment Retention Committee

May 11, 2023

10 – 11:30 a.m.

Present: M. Thompson, S. Hermann, M. Adams, A. Fontaine, A. Moore, J. Selmon, E. Pauken, L. Depta, K. Denman, S. Hubbell, A. Cederberg, E. Dominianni, A. Marsh-Peek, D. Mondoux, E. Bell, D. Coates, E. Shufro, A. Scheffer-Martin

Absent: C. Almeda, K. Rivard, C. Gearig, C. Colella, C. Taylor, N. Bergan, M. Dunneback, M. Morales, L. Thomas, C. Cockerel, T. Labadie, J. LaPenna, C. Ross, T. Welsh, E. Shufro, D. Coates, P. Eagan, S. Postula

Guests: Angela Todd, Krystal

- I. Welcome – E. Pauken
- II. Approval of April meeting minutes – motion A. Cederberg, seconded: E. Dominianni – approved
- III. Marketing Update (ED/LD)
 - a. Federated Media presentation
 - i. Managing Digital and Social Messaging in today modern media mix
 1. College has hired Federated Media to work with the Marketing team
 2. Presenters:
 - a. Angela Todd – account manager
 - b. Krystal – social media manager
 3. Presentation:
 - a. 2023 quarter 1 media data
 - b. Campaigns
 - b. Canvas announcements
 - i. Additions:
 1. Transfer student event
 2. Send additions to Erin D.
 - IV. IR Update (DM)
 - a. Summer Semester Numbers:
 - i. Has not moved much in the last few weeks
 - ii. Looking to be returning to numbers seen prior to the down numbers from the last few semesters
 1. make up the majority of those we lost during the COVID years
 - iii. New transfer students are down for summer
 - iv. FTIAC's are up
 - v. Over the last 4 years average credit hours for students are over 6 credit hours
 1. it had previously been lower than 6 for summer, its been that way since the pandemic
 2. Traditionally in the summer see a dip in absolute numbers at the beginning that then balances out
 - a. right now, we are where we expect at the end of the semester

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- b. Second 8-week semester can cause a bump up
 - vi. Goals:
 - 1. Work on culture to move the idea that summer is a time to take off
 - a. What can we do to build that culture and encourage students and build the movement in their studies as it is a great advantage to students to get more credits and raised completion rates
 - b. Vast # of students not taking summer are 25 older
 - c. MI reconnect students are vulnerable to dropping out
 - 2. Work to help students with economic concerns
 - a. In these weeks where we are seeing some downward movement in the fall we have some economic stance and that could be causing students to wait and see what happens with the debt ceiling
 - vii. Fall Numbers
 - 1. Currently six weeks into fall registration
 - a. a trend the last few weeks shows numbers down significantly from where we hope to end up
 - i. Each year further behind than the previous where we end up
 - 1. Tendency for students to wait longer before enrollment
 - 2. You use to have to get in early to get something, there is a larger window and it's causing students to wait and drift numbers
 - ii. Numbers also can be skewed behind early due to the base pool growing
 - 2. Not gaining a lot with the shift of numbers in the math of averages
 - a. Big difference in female students, the down numbers are greater with female students, biggest effect.
 - b. Small increments in fall summer numbers, and winter numbers happen in a much larger quicker boom
- V. [Strategic Enrollment and Retention Plan](#) (EP)
 - a. Break down of work completed and changes made to the strategic Enrollment and Retention Plan
 - b. Ed America – worked with a consultant on enrollment
 - i. new student recruitment to grad/completion looking it under 4 main categories
 - 1. Enrollment growth
 - 2. Progression
 - 3. Diversity
 - 4. Competition, certification, licensing
 - c. Break out groups to continue work

<https://zoom.us/j/98758838898?pwd=aDNtdmFQdmZONHE4aGtOUGo5Zm5UU09>