

Enrollment Retention Steering Committee

October 20, 2023

10-11am

Attendance: C. Almeda, N. Bergan, E. Dominianni, M. Dunneback, P. Eagan, A. Fontaine, S.

Hubbell, K. Lavender, D. Loucks, E. Pauken, A. Marsh-Peek, D. Mondoux, L. Thomas, M.

Thompson, Ryan St. John

Absent: C. Gearig

- I. Welcome (EP)
 - a. New faces and names
 - 1. Ryan St. John is the new co-chair of the committee
 - a. You can contact either chair with thoughts and ideas to bring before the committee
- II. Approval of July meeting minutes will be brought before the committee at the next meeting
- III. [Strategic Enrollment and Retention Plan](#) (EP)
 - a. Structure Overview
 - i. The Enrollment Retention Committee has been restructured into an overarching steering committee and action groups
 - ii.

ROLES	
Steering Committee	Action Teams
Focus on identifying “what” we would like to implement	Focus on identifying “how” to carry out the work
Assist action teams with initiative development	Develop action plans and implement initiatives
Monitor college-level enrollment, persistence and completion data	Set and monitor action plan targets
Provide updates to Cabinet	Report on initiatives/action plans progress to Steering Committee
Identify tools, frameworks, best practices, etc. to incorporate into college practices	Identify tools, frameworks, best practices, etc. to incorporate into college practices

- iii. The steering committee will be comprised of those present at this meeting
 - 1. The steering committee will work as a think tank for what to put in place and create a road map of what strategies the action teams will focus on
- iv. Action teams
 - 1. will be led by those on the steering committee

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2. will be comprised of folks from around the college connected to the action being worked on
- b. Updated version of the plan
- i. The Committee is still looking at the voluntary framework of accountability and connected KPIs
 1. These will still be included in the work done by the committee but the focus could go beyond them
 2. This allows us to compare our outcomes to similar institutions and benchmark against them
 3. Shows what we have historically looked at
 - a. See what strategies we have landed on and what are some actionable items to give to the action teams based on the information we have that will align with our goal statements
 4. The Co-chairs can provide more definitions and explanations if there are questions on the Voluntary framework of accountability or KPIs
 - ii. The Action Teams are being formed around the priority areas, based on work with EdAmerica
 1. Enrollment growth
 2. Progression
 3. Diversity, equity and inclusivity
 4. Completion. certification, licensure
 - iii. Some of the strategies will be carried out by other groups
 1. Admin Plus and more
 2. If other groups are working, there is no need to duplicate, but they need to have communication and know where they are with those projects
 3. Focus on community connection

IV. Action team development (Group Discussion)

- a. People or groups to be included
- i. Enrollment growth actions team
 1. Ryan St. John
 2. Advising and counseling
 3. Lori Evans
 4. Miranda McDowell
 5. Lynn Grammel
 6. Kevin lavender
 7. Alisha Siebers
 8. Community ed. Program (groves)
 9. Faculty
 10. Tom Keena
 11. Dorinda Loucks
 - ii. Progression actions team
 1. Advising and counseling
 2. OSA

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3. Kelly Sparrow
 4. Monteze Morales
 5. Financial aid
 6. Foundation
 7. Faculty
 8. EMC Rep from A&C
 9. Athletics
 10. Library services
 11. Learning Center
 12. OSA
 13. Michele McGowen
 14. It DW reports
 15. Joe Wagner
- iii. DEI actions team
1. Advising and counseling
 2. Instruction Cheryl a
 3. Beth Brandon
 4. Nkenge
 5. KVAAP
 6. Financial Aid
 7. Trice Batson
 8. Denise Lindsley
- iv. Credential competition actions team
1. Advising and counseling
 2. Carey Stolsonburg
 3. Narda McClendon
 4. Financial Aid
 5. Apprenticeships/internships
 6. Faculty
 7. Monica Koning
 8. LaJoyce Brooks
 9. Joe Brady

V. Marketing Update (ED)

- a. Comedy night – a new initiative to reach adult students on November 10 at Kalamazoo Valley Museum

VI. IR Update (DM)

- a. Fall numbers locked
 - i. we are flat which is good
 - ii. Analysis to come to see how we compared to our projections
- b. Upcoming for winter
 - i. Currently have about half the enrollment expected for the semester
 1. Still early in enrollment, we are weeks before batch cancellation
 - a. Batch cancellation for winter not as radical a shift in numbers at it is in the summer semester

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VII. Meeting Adjourned 11:05 a.m.