

Strategic Enrollment and Retention Steering Committee

July 24, 2025

2:00 – 3:00 pm

Present: C. Heidelberg, L. Thomas, V. Bustillos, A. DeNooyer, S. Hubbell, N. Haitova

Absent: Benjamin Herbert, Anna Fontaine, Dan Mondoux, Nkenge Bergan, Sherry Hess, James Valliere, Apryl Scheffler-Martin, Cheryl Almeda, Erin Dominianni, Christine Gearig, Daniel Crouch, Dorinda Loucks, Kevin Lavender, Mark Dunneback, Paige Eagan

- I. Welcome
- II. May meeting minutes were approved.
 - a. [May 22nd 2025](#)
- III. Action Team Updates (CH)
 - a. Deliberative Decision-Making Model
 - b. Provost's specified tasks:
 - i. Reactivating previously inactive committees
 - ii. Improve summer enrollment & dual enrollment conversion, provide more support for students who are parents, adult learners, and look at momentum metrics (Math & English completion)
 - iii. Increase number of students who successfully complete at least one credit in their first semester by 1% (from the baseline)
 - iv. Keep sub committees small (small groups)
 - v. Conduct a pre committee survey that addresses problem statement
 - c. Previous sub committees: Enrollment Growth Action Team, Summer Progression Action Team, DEI Enrollment and Retention Action Team, and Credential Completion Action Team
 - i. Enrollment Growth Action Team was solely focused on dual enrollment conversion growth
 - ii. There is a committee currently working with student parents and Generation Hope but it could be expanded or have a sub-committee made if the need is identified
- IV. IR Update (NH)

- a. Enrollment Report
 - i. [Summer](#)
 - ii. [Fall](#)
 - 1. We are up nearly 200 students from where we were last year (following batch cancellation)
 - 2. Last year (Fall 2024), a lot of students were put on a financial aid hold, skewing the numbers from last year to this year
 - 3. Need to add a footnote to 2024's report that FAFSA disbursement holds were a factor for numbers being skewed
- V. Marketing Update (ED)
 - a. [Important Dates for Faculty](#)
 - b. [Sprout Social Analytics](#)
 - c. [Advance Education Analytics](#)
- VI. Update on Strategic Priority 2: New aligned metric
 - a. Goal: Developing strategy to "Decrease the % of new students not successfully completing at least one credit in their initial term of enrollment at the college." 18% by 2026, base 20.6%
 - b. Roster Verification +
 - i. Will have benchmark data from the pilot available for the August meeting.
 - 1. Retrieving last 7-week class data before presenting information
 - c. Survey being run by IR, staff able to request data for certain questions
 - i. Staff asking for data from the survey questions need to have it be pertinent to their position per FERPA regulations
 - ii. Waiting until 2 weeks after registration opens before turning on mandatory response to survey
 - iii. Survey going through to mid-October
- VII. [Strategic Enrollment and Retention Plan](#)
- VIII. Meeting adjourned at 2:53 p.m.