

**Enrollment and Student Services Council**  
**April 16, 2020**  
**Meeting Minutes**

**Attendees:** N. Arnone, C. Baer, V. Beache, D. Bittorf, K. Crawford, B. Kirkpatrick, M. Kugler, M. Martin, L. Montgomery, T. Nedimyer, Dr. Ohl-Gigliotti, R. Rohan, C. Scheetz, D. Schoenenberger, B. Saunders, T. Thorn, R. Westmeyer

**Excused:** J. Burnett, Dr. D'Ambrisi, K. Hammond, Dr. Hendrickson J. Mankins III, J. Mentzer, Dr. Rothstein, Dr. Warner, S. Willard

*Minutes submitted by T. Nedimyer*

1. **COVID-19**

K. Crawford stated that a letter was sent to high school seniors updating them on how things are being handled in relation to COVID-19. K. Crawford further explained that the letters were broken down into three categories, MD, Franklin County/Pennsylvania, and all other out of state students. K. Crawford also stated that some families of students have already responded to the letters. Dr. Ohl-Gigliotti noted that there may be a possible resurgence of COVID-19 around the time that fall classes begin. M. Martin added that he would like to have a plan in place if HCC opens up again in the fall to be able to appropriately service all new and existing students.

2. **Why High School Students May Not Choose HCC**

D. Schoenenberger stated that one of the reasons that high school students may not choose HCC as their next step in higher education is, WCPS typically does not promote/educate students about what HCC can offer them. L. Montgomery added, one of the reasons why HCC may not be promoted by the high schools is that, many of the WCPS faculty members are new, and therefore unaware of what HCC can offer students. K. Crawford stated that there is a lot of support from WCPS, but noted that there is a stigma that students with high GPAs should not go to community colleges as they can “do better”. M. Martin added that parents know that their child can get a good education for a good price at HCC, but feel the pressure of others to direct their child to pursue an education elsewhere. M. Martin also noted that the lack of understanding parents have about how HCC's credits transfer to 4 year schools, may also drive their decision to not choose HCC when pursuing an education after high school.

3. **HCC Promotional Ideas**

As a result of some of the reasons mentioned why high school students may not choose HCC as their next step in higher education, the group discussed potential ways to promote HCC as a solid choice for continuing their education after high school.

B. Kirkpatrick stated that adding a FAQ section to the website about transferring may be a helpful tool for parents and students to use when deciding if they should attend HCC. Dr. Ohl-Gigliotti added that currently when searching “transferring” on the website, the first result that populates states, “Transferring to a college or university can be a challenging task which requires advanced planning and preparation”. Dr. Ohl-Gigliotti suggested that this statement should possibly be reworded in a more positive manner.

M. Martin added that creating a physical fact sheet that can be provided to students and parents on transferring may also be helpful. K. Crawford suggested that adding a section of the website geared just towards parents may also be a beneficial tool that can be used to recruit students.

D. Schoenenberger suggested that obtaining testimonials from former HCC students that went on to have success at 4 year schools, could be used as a powerful promotional tool. The testimonials would state how HCC has helped better prepare them to be successful when transferring to 4 year schools. M. Martin inquired if data on students that transferred from HCC to 4 year schools can be obtained. R. Westmeyer suggested that obtaining testimonials from parents of HCC students, stating how their child was able to get a high quality education with little to no debt may also be beneficial.

Dr. Ohl-Gigliotti stated that part of the reason students choose to attend 4 year schools is the feeling of the “college experience”. Dr. Ohl-Gigliotti suggested what it would look like if HCC held a transfer day and rolled out the red carpet in a similar way that 4 year schools do. M. Martin suggested that if a transfer day were to be held, reaching out to the Herald-Mail could help generate a lot of interest.

The idea of setting up a Facebook live session with advisors to answer student and parent questions was also discussed. This would be an interactive experience that would allow students and parents ask questions and receive responses in real time from advisors. K. Crawford suggested that if a Facebook live session were to be set up, it would be beneficial to send an email to all prospective students notifying them of the event. The details and logistics of potentially setting up a Facebook live session will be further looked into.

Dr. Ohl-Gigliotti also suggested the possibility of adding the credentials of distinguished faculty on the website. Promoting that faculty have the same qualifications as larger schools may reduce the stigma that community colleges offer a lower quality education.

### **Future Meetings**

*Next ESSC Full Group Meetings: Apr 30, May 28*  
*Next ESSC Recruitment & Retention Meetings: May 14*

cc: D. Bittorf, Dr. Klauber, J. Childs, V. Ippolito, T. Shank