

Enrollment and Student Services Council
May 14, 2020
Meeting Minutes

Attendees: N. Arnone, C. Baer, V. Beache, D. Bittorf, J. Burnett, M. Cepeda, K. Crawford, Dr. D'Ambrisi, K. Hammond, Dr. Hendrickson, B. Himber, B. Kirkpatrick, M. Kugler, M. Martin, J. Mentzer, L. Montgomery, T. Nedimyer, Dr. Ohl-Gigliotti, C. Ranalli, R. Rohan, D. Ryan, Dr. Rothstein, C. Scheetz, D. Schoenenberger, B. Saunders, T. Thorn, Dr. Warner, R. Westmeyer, S. Willard

Excused: J. Mankins III

Minutes submitted by T. Nedimyer

1. **Updates**

Dr. Ohl-Gigliotti provided the group with a graphic of summer enrollment numbers for HCC and surrounding colleges. Currently HCC is down 21.7% FTE for summer in comparison to last year. The majority of surrounding colleges are also experiencing a decline in enrollment numbers with only a few experiencing increases in enrollment. Dr. Warner reiterated to the group the impact that enrollment numbers have on budget planning. Dr. Ohl-Gigliotti informed the group that majority of SP20 financial aid students did well in their classes despite the move to remote learning.

Dr. Ohl-Gigliotti informed the group that some funds are available through the Opportunity Fund and SFAQ Discretionary Fund to help SU20 registrants. Dr. Ohl-Gigliotti stated that there are around 462 students who still have a SP20 balance, of these students Dr. Ohl-Gigliotti would like to reach out to those with 40 plus credits to see if they can be helped. Dr. Ohl-Gigliotti also mentioned that if division directors or faculty members know of any high-level students needing help with SP20 balances to please let her know.

2. **Fall Enrollment Plan: May-August**

Dr. Ohl-Gigliotti stated that she believes as stay at home orders are eased, students and families will be more inclined to start their planning for fall classes. The group was informed that there will be outreach to current and prospective students for fall via mail, phone, e-mail, text, social media, and more. Promotional efforts will be focused less on specific academic programs, and more on support services offered like first responder programs. The question/challenge of how to market to students who may still have some fear about returning to campus and those who are eager to return to campus where discussed. Dr. Ohl-Gigliotti also stated that if anyone has additional ideas to increase fall enrollment please let her know.

3. **May**

The Facebook live sessions hosted by K. Crawford and M. Martin have now been officially renamed to HCC Live and will also be available on Instagram. K. Crawford also reminded the group that the grad gift deadline was May 15th and to be eligible students must be enrolled by May 26th. K. Crawford estimates that around 200 students have applied for the grad gift so far. K. Crawford also informed the group that the

implementation of the new CRM is still in process. K. Crawford stated that much of the behind the scenes work regarding the new CRM has been completed, and he has a few upcoming zoom meeting scheduled with Ellucian.

C. Ranalli updated the group on the review of the Institutional Response Student Survey. C. Ranalli stated that the survey was sent to students regarding the change from face to face to remote learning due to COVID-19. C. Ranalli further stated that she has not yet reviewed any of the comments, but results seem to be positive. C. Ranalli noted that the survey was not anonymous so that students can be followed up with if necessary. A summary of the results of the survey will be provided in the near future.

B. Kirkpatrick informed the group that she is working through the updates for the “How to Transfer into HCC” section of the new website, and changes can continue to be made as necessary. B. Kirkpatrick proposed the idea of pushing the launch of the new website to early June. B. Kirkpatrick also stated that she would like any feedback for the new website to be provided to her before the end of May.

B. Kirkpatrick also provided the group with details regarding the fall credit course guide mailing in early June. B. Kirkpatrick stated that on the course guide she would like to emphasize that HCC is prepared to offer fall courses, HCC has faculty with experience in teaching online classes, and the seven steps to becoming a HCC student. B. Kirkpatrick also noted that the wording on how classes will be offered will need to be somewhat vague, and that HCC will be compliant with the governor’s regulations.

4. **June**
Tabled for future meeting.

Future Meetings

Next ESSC Recruitment & Retention Meeting: May 28

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