

**Enrollment and Student Services Council**  
**August 8, 2019**  
**Meeting Minutes**

**Attendees:** C. Baer, V. Beache, D. Bittorf, J. Burnett, K. Crawford, Dr. D'Ambrisi, Dr. Hendrickson, B. Kirkpatrick, M. Martin, J. Mentzer, L. Montgomery, T. Nedimyer, Dr. Ohl-Gigliotti, R. Rohan, Dr. Rothstein, B. Saunders, C. Scheetz, D. Schoenenberger, Dr. Warner, S. Willard

**Excused:** N. Arnone, K. Hammond, J. Hite, J. Mankins III, B. Shepard, T. Thorn, R. Westmeyer

*Minutes submitted by T. Nedimyer*

1. **Fall 2019 Enrollment**

2019 fall credit head count is down 6.4%, as well as total FTE is down 6.1% from last year at this time. There is also a noticeable decline in new students, down 16% and returning students, down 2.8% from last year. First time applicant numbers are also down 6% from last year. K. Crawford feels that it may be possible that applicant numbers are down as less people within the 20-40 year old demographic that make up a large portion of the student population are not applying. K. Crawford further stated that low unemployment rates may also be a contributing factor to lower enrollment rates. Other potential variables that may be contributing to lower enrollment rates that were discussed include: increased waitlists, deregistration, and the developmental redesign (as expected). Dr. Ohl-Gigliotti briefly compared head count/FTE trends and deregistration dates between HCC and other neighboring colleges. The head count and FTE comparisons between HCC and neighboring colleges may be misleading as demographics in areas surrounding the colleges are very different. Possible actions discussed to increase enrollment include: deregistering students who have not yet paid, and potentially opening additional sections to reduce the number waitlisted students. On a positive note the highest discipline increases were in college level math and English, and the highest discipline decreases were in developmental math and English. Future plans to clean up the ESSENCE program were also discussed with the group.

2. **FY21 Payment Due dates**

Tabled for September 5<sup>th</sup> ESSC meeting.

3. **Student Financial Aid ChatBot Update**

C. Scheetz briefed the group that the Chatbot now has the capability to answer financial aid questions. It has been estimated that there have been between 70-80 interactions with the Chatbot since it has been implemented in July, and expectations this number will increase in the fall semester. C. Scheetz also stated that he is looking at the potential of adding the Chatbot to additional webpages such as admissions and advising.

4. **October 12<sup>th</sup> Maryland STEM Festival**  
Dr. Ohl-Gigliotti informed the group that the STEM Festival will be held on campus Saturday, October 12<sup>th</sup> from 10:00am-1:00pm. L. Montgomery stated that she is still working out the details of the event with campus security and various community partners who are interested in being involved in the event. L. Montgomery estimates that around 500 people will attend the event.
5. **CRM (Constituent Relationship Management) review**  
Invitations will be sent out for Ellucian demonstration on September 19<sup>th</sup> in lieu of ESSC meeting.
6. **Review of initiatives starting FY20**  
Not reviewed.
7. **Review of future imitative ideas post FY21**  
Not reviewed.
8. **Additional Agenda Items**  
None.
9. **Guided Pathways**  
Dr. Warner walked the group through the newest draft of the proposed guided pathways for the 2019-2020 academic year. Dr. Warner explained that guided pathways will involve clearly mapping programs to specify course sequences, program milestones, and program learning outcomes so that students know what they need to do to prepare for a career and further education. As a result of implementing guided pathways, Dr. Warner expects the following outcomes: increased credit and non-credit enrollment, increased retention rates, increased number of degree completers, increases academic success of students enrolled, and a reduction in the time required for students to complete their program of study. In closing Dr. Warner believes that guided pathways can serve as a solid road map to increase enrollment and retention, as well as put students on a path to success. Overall there was a general excitement about the implementation of guided pathways in the near future.

### **Future Meetings**

*Scheduled ESSC Meetings Cancelled: August 22, Sept 19*  
*Next ESSC Full Group Meetings: Sept 5<sup>th</sup> (prior R&R meeting), Oct 17, Nov 14, Dec 12*  
*Next ESSC Recruitment & Retention Meetings: Oct 3, Oct 31*

cc: D. Bittorf, Dr. Klauber, J. Knight, J. Metcalf, T. Shank