

Enrollment and Student Services Council
October 3, 2019
Meeting Minutes

Attendees: N. Arnone, C. Baer, D. Bittorf, J. Burnett, K. Crawford, Dr. Hendrickson, J. Hite, B. Kirkpatrick, M. Martin, J. Mentzer, L. Montgomery, T. Nedimyer, Dr. Ohl-Gigliotti, C. Ranalli, R. Rohan, Dr. Rothstein, B. Saunders, C. Scheetz, D. Schoenenberger, T. Thorn, A. Whaley, S. Willard

Excused: V. Beache, Dr. D'Ambrisi K. Hammond, J. Mankins III, B. Shepard, Dr. Warner, R. Westmeyer

Minutes submitted by T. Nedimyer

1. Fall 2019 Enrollment

As we near the midpoint of the 2019 Fall Semester enrollment continues to follow a downward trend. 2019 fall credit head count is down 8.1% from last year at this time. Total FTE has also continued a downward trend as it is down 7.7% in comparison to last year. In addition, new student numbers have fallen by 10.9%, and returning student numbers have fallen by 6.6% from last year. Dr. Ohl-Gigliotti suggested that the economy and unemployment rates are both factors in declining fall enrollment numbers. As discussed, students in Adult Education Boot Camps may help increase enrollment numbers in future semesters as they transition to credit classes. C. Scheetz, M. Martin, and D. Schoenenberger will meet and discuss the possibility of advisors meeting with students while they are in Adult Education Boot Camps.

2. FY21 Payment Due dates and deregistration practices

The FY21 Fall payment due date has been scheduled earlier than in previous years and is set for Thursday July 23, 2020. On the night of July 23rd-24th the first deregistration will occur. By the 28th-29th of July there will be a better understanding of how many students will be moved off of waitlists and placed into classes. As discussed, having earlier payment due dates will provide a second opportunity to review waitlists. Dr. Ohl-Gigliotti noted earlier payment due dates may potentially deregister more students than usual.

3. Spring 2020 Registration Plans

M. Martin informed the group that veterans will be able to register early for the spring 2020 semester starting on October 16th. M. Martin plans on trying a "pre-registering" approach with spring athletes. Having athletes pre-register may allow them to better align their sports activities and class schedules as they will know what classes to register for once registration opens. M. Martin expects that there will be an initial spike in spring enrollment numbers as students will be better prepared to register for classes due to pre-registration.

4. Spring 2020 and Fall 2020 plan for students who score below the floor score

D. Schoenenberger and M. Martin will meet and discuss.

5. **October 12th STEM Festival**

L. Montgomery informed the group that flyers for the October 12th STEM Festival event have been printed and handouts are being created. L. Montgomery also stated that there are 23 planned activities for age groups ranging from children to adults. 10 vendors as well as various community partners have been confirmed to be participating in the event. In the event of rain, the ARCC will be used as a rain out location. L. Montgomery reminded the group that volunteers are welcome from 9:00am-2:00pm to help direct attendees of the event.

6. **CRM (Constituent Relationship Management) review**

A CRM demonstration will be held on October 17th to view the proposed CRM system. A decision on the CRM system should be made in December, and papers should be signed sometime in January.

7. **AAR September 2019 contact numbers**

M. Martin stated that in the month of September 51 students were met and advised. As mentioned, these meeting numbers are higher than usual which M. Martin attributes to utilizing a hybrid model. M. Martin suggests the benefit to utilizing a hybrid model when advising students is that students walk away more aware of their options after being advised.

8. **Discussion: Innovative admissions recruitment strategies**

Dr. Ohl-Gigliotti raised the question, what competitive edge does HCC have over 4 year colleges, and how can HCC compete? A discussion was held noting advantages HCC has over 4 year schools and various ways to market these strengths to increase enrollment. Dr. Ohl-Gigliotti suggested that a separate meeting be held for further discussion on this topic.

9. **Guided Pathways**

A better understanding of credit and noncredit classes is needed in order to move forward with guided pathways. As discussed, some students do not fare well in credit classes, therefore noncredit classes where students receive a certificate may be a more viable option to gain skills needed to obtain jobs. Further discussions of the logistics of stacking certificates and degrees are currently ongoing. The concern that prerequisites and corequisites create additional barriers for students moving through guided pathways was also discussed. Dr. Ohl-Gigliotti suggested this may be a topic to try and remedy for fall 20 or fall 21.

10. **Additional agenda items**

Enrollment projections for FY21 will be a main topic for the next ESSC meeting on November 14, 2019. Dr. Rothstein requested that each division bring enrollment predictions, as well as locate where there may be opportunities for enrollment growth.

Future Meetings

Next ESSC Recruitment & Retention Meetings: October 31st

Next ESSC Full Group Meetings: Nov 14, Dec 12

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