

Enrollment and Student Services Council
May 13, 2021
Meeting Minutes

Attendees: J. Bachtell, V. Beache, J. Burnett, K. Crawford, Dr. D'Ambrisi, K. Hammond, Dr. Hendrickson, L. Kendall, B. Kirkpatrick, M. Martin, J. Mentzer, L. Montgomery, T. Nedimyer, Dr. Ohl-Gigliotti, Dr. Poole, R. Rohan, D. Ryan, Dr. Scheetz, D. Schoenenberger, Dr. Soeffker-Culicerto, T. Thorn, Dr. Warner, J. Wilkes, S. Willard

Excused: N. Arnone, C. Baer, D. Bittorf, M. Kugler, J. Mankins III, C. Ranalli, B. Saunders, T. Shank

Minutes submitted by T. Nedimyer

1. **April 29th minutes review/approval**

The April 29th ESSC meeting minutes were approved as written.

2. **Summer Enrollment**

In T. Shank's absence J. Wilkes briefly updated the group that College for Kids is on track to have a great summer, and noted classes are starting to fill up. J. Wilkes further stated Con-Ed is looking for additional instructors to teach College for Kids STEM classes, and asked the group to contact her if they know of any available instructors. D. Schoenenberger and L. Montgomery stated they may know of a few available instructors and will reach out to them.

D. Schoenenberger updated the group that Adult-ED has around 170 students enrolled for summer, and noted they are still allowing students late entrance into classes. D. Schoenenberger took the time to recognize M. Grahl for the huge help she has been in getting students enrolled/prepared for summer classes. D. Schoenenberger further stated she has begun planning classes for FY22, and let the group know to contact her for scheduling information. D. Schoenenberger was also excited to update the group that ATB certificate pathways have been set up, and noted she is hoping to have around fifteen students in ATB certificate pathways.

K. Crawford informed the group summer credit headcount is currently down 4.8%, and total FTE is down 3.6% from last year at this time. K. Crawford further stated he estimates final headcount and FTE numbers may end up slightly down from last year, but feels the enrollment goals that have been set for summer will be met. On a positive note, K. Crawford informed the group that new and continuing student numbers are up over last year. K. Crawford also reminded the group financial aid deregistration will continue up until the start of the summer classes.

K. Crawford briefly updated the group on the summer 2021 credit grad gift. K. Crawford informed the group around seventy students have been awarded the grad gift and registered for classes, and another twenty-nine grad gift students will soon be registered. K. Crawford further stated he is awaiting completed FAFSA information from an additional fifty students before the grad gift can be awarded to them. K. Crawford also noted the grad gift application has been removed from the website as the May 3rd deadline to apply has now passed.

M. Martin informed the group that advising appointments are packed, and as of now the next available appointment to meet with an advisor is May 24th. M. Martin further stated other than scheduling an appointment to meet with an advisor, students can be seen by an advisor on a walk-in basis on Fridays. Dr. Warner inquired what is causing the backlog of advising appointments.

M. Martin stated advising appointments are backlogged due to being down a few advising staff members, and noted he is working on hiring additional advisors. M. Martin further stated he has implemented procedures that were used last year when a backlog of advising appointments had developed. L. Montgomery proposed the idea of division directors setting aside time each day to advise students in order to reduce the backlog. M. Martin stated he is open to the idea of knowledgeable staff such as division directors helping to advise students. Dr. Warner stated we do not want to put up barriers for casual students by making them wait to see an advisor, and noted all options will be considered.

M. Martin provided a brief overview of the faculty advising training sessions that recently occurred. M. Martin stated in order to reduce the number of students faculty advisors are responsible for, faculty advisors will no longer be advising ESSENCE students. M. Martin noted though the training provided during the sessions was basic, he was impressed by the detailed questions he had received from faculty members. M. Martin further stated he would like to set up monthly round tables where faculty can stop in to discuss advising questions they may have. Dr. Warner supported the idea of providing additional faculty training sessions, and noted we need to continue to provide opportunities for faculty to participate in training sessions.

3. **Fall Enrollment**

In T. Shank's absence J. Wilkes informed the group that Con-Ed fall schedules are packed, and noted there are waitlists for phlebotomy, CNA, and GNA courses. J. Wilkes further stated Con-Ed is currently working on locating additional externship/clinical sites to get waitlisted students into phlebotomy, CNA, and GNA courses. D. Schoenenberger suggested providing information sessions for the waitlisted phlebotomy, CNA, and GNA students may be beneficial as it can provide them with a better understanding of the content/expectations of programs, and redirect them to more suitable programs. K. Hammond added past nursing information sessions required interested nursing students to watch a video that went over subjects that would be covered, and noted it has worked well for her. J. Wilkes stated she likes the idea of providing information sessions for interested students, and noted she will look into putting something together. J. Wilkes also informed the group a meeting was recently held to discuss ways to better communicate and retain Con-Ed students. J. Wilkes further stated as a result of the discussion, it was found that students felt they were not receiving enough communication, or there was too much lag time in receiving responses to their questions. K. Crawford stated he is glad to hear that a game plan is starting to be put together to reach out to Con-Ed students. J. Wilkes also noted that Con-Ed recently launched a marketing campaign advertising Con-Ed courses on busses.

K. Crawford informed the group fall credit headcount is currently up 9.5%, and total FTE is up 7.1% from last year at this time. K. Crawford further stated fall applications are currently down by 13.0%, and noted he is hopeful that these numbers improve as applications drive new student enrollment.

4. **CRM Recruit Show & Tell**

K. Crawford and S. Willard provided the group with an overview/walkthrough of the new CRM Recruit. K. Crawford informed the group students will first need to create an account, and once an account has been created the student will begin the online application process. K. Crawford stated if a student would stop completing the online application at any point, the completed information would be saved, and the student will receive an email the following day asking if they need help completing the application. K. Crawford further stated after the initial follow-up email has been sent to the student, an additional follow-up email will be sent a week later if the application still has not been completed. K. Crawford noted once the application has been completed and submitted, the student will receive an acceptance email. K. Crawford stated the

application does not take long to complete, and encouraged the group to go online and complete the application if they would like to experience the process for themselves. K. Crawford further stated he feels Recruit will be a helpful tool in gathering information and reaching out to prospects. After viewing the application group members suggested that ATB, ELL, and CATE Middle College options be added to the application. K. Crawford noted he will work with J. Seiler to add the suggested options to the application. Dr. Warner inquired if it is possible for students to complete the application using their phone. K. Crawford noted it is possible for students to access and the complete the application using their phone.

Future Meetings

Next ESSC Recruitment & Retention Meeting: May 27

cc: Dr. Klauber, J. Childs, V. Ippolito