

**Enrollment and Student Services Council**  
**October 29, 2020**  
**Meeting Minutes**

**Attendees:** N. Arnone, C. Baer, V. Beache, C. Brereton, J. Burnett, K. Crawford, Dr. D'Ambrisi, C. Hart, Dr. Hendrickson, B. Kirkpatrick, M. Kugler, M. Martin, J. Mentzer, L. Montgomery, T. Nedimyer, Dr. Ohl-Gigliotti, R. Rohan, D. Ryan, Dr. Scheetz, D. Schoenenberger, H. Soeffker-Culicerto, T. Thorn, Dr. Warner, S. Willard

**Excused:** D. Bittorf, M. Cepeda, K. Hammond, J. Mankins III, C. Ranalli, Dr. Rothstein, B. Saunders, T. Shank

*Minutes submitted by T. Nedimyer*

1. **October 15<sup>th</sup> minutes review/approval**

The October 15<sup>th</sup> ESSC meeting minutes were approved with revisions.

2. **Fall 2020 Enrollment**

K. Crawford updated the group that fall FTE this week has looked good, as it is down 5.6% from last year at this time. K. Crawford also added that he feels there have been fewer student withdrawals for fall. D. Schoenenberger updated the group that Adult-Ed has reached an agreement to hold an ESL course at a manufacturing facility for around fifteen students.

Dr. Ohl-Gigliotti provided the group with highlights from the October 20<sup>th</sup> board report on enrollment stating, we are down about 280 students from 2019 fall. Dr. Ohl-Gigliotti noted that this is an improvement over the previous year's report where we were down by 350 students. Dr. Ohl-Gigliotti added the report also points out that minority enrollment is 1% worse than non-minority enrollment. Dr. Ohl-Gigliotti briefly went over the age breakdown chart comparing fall 2019 and fall 2020 enrollment that can be found on the agenda. Dr. Ohl-Gigliotti noted that the 21-24, 41-64, and 65 and over age groups have experienced the most significant decreases in enrollment over the last year. Dr. Ohl-Gigliotti also summarized the article "Community College Enrollment Plummetts" that was attached to the Zoom meeting invite. The article goes over various enrollment statistics provided by a report from the National Student Clearinghouse Research Center.

3. **Spring 2021 Enrollment Updates**

K. Crawford updated the group that spring enrollment numbers are trending very slowly just as they were for fall, and it seems that students have been slow to register for spring classes. K. Crawford asked that all faculty encourage and remind students to register for spring classes. K. Crawford further stated that he estimates that spring enrollment may end up down anywhere between -8 to -10%. D. Ryan suggested possibly adding a message on D2L to help remind students to register for spring classes. K. Crawford also mentioned that L. Montgomery has worked with Goretti to schedule a few ESSENCE courses for spring, which may account for as many as thirty to forty ESSENCE students. K. Crawford stated that this may be a good opportunity to help grow spring enrollment.

T. Thorn updated the group that the middle college recently held a Zoom information session with around ten parents and students in attendance. T. Thorn added that two more Zoom information sessions have already been scheduled for November and December.

D. Schoenenberger inquired if there is a better way other than email to contact students who have holds on their accounts for spring, as many students do not check their email. Dr. Scheetz stated that he is contacting students via text and email, but it is just difficult to get students to respond. M. Martin stated that in his experience, contacting students via text works as long as it's not over done, phone calls are usually ignored, and emails are the most critical way to provide information to students with greater detail. M. Martin suggested the idea of potentially sending letters/bills to students that have holds on their accounts, as many times parents are the ones checking their children's mail.

S. Willard updated the group that a few details for CRM Recruit are being worked out, and it should be up and running in the next few weeks. Dr. Ohl-Gigliotti noted that this topic will be revisited during the next meeting to discuss what the new CRM will allow us to do that we could not do before.

H. Soeffker-Culicerto updated the group on the progress that has been made in regard to inclusive access and book rentals. H. Soeffker-Culicerto stated that L. Montgomery has identified a few courses that will be used to pilot inclusive access, and that Pearson has been selected as the publisher for the pilot. H. Soeffker-Culicerto noted that financial aid may be used to pay for inclusive access, and students will have the option to opt-out if they would not like to receive digital content through inclusive access. H. Soeffker-Culicerto further stated that it is just a matter of ironing out the process and communicating information to the bookstore. L. Montgomery added that we may need to look into how inclusive access should be handled for ESSENCE students. Dr. Warner thanked both H. Soeffker-Culicerto and L. Montgomery for their work on setting up the pilot.

M. Martin informed the group that advising appointments are currently being scheduled for face to face, over the phone, and some through Zoom. M. Martin further stated that at this point students are able to make next day appointments to meet with advisors.

4. **Follow up from 10/15 mtg**

V. Beache updated the group how the message for students to complete the onboarding process for Proctortrack will be communicated. V. Beache stated that an email will be sent out to students in the spring informing them of the steps that need to be completed before taking a test in Proctortrack. V. Beache noted that in addition to the email, a message about the Proctortrack onboarding process will be included in course syllabi. Dr. Ohl-Gigliotti added that we will have to be careful how the message to students is worded as not all students have to use Proctortrack.

M. Martin informed the group on the progress that had been made regarding faculty advising. M. Martin noted that they were able to run the rules within Datatel, and running the report manually on a daily basis could take between two to three hours. M. Martin stated that one of the issues when Brad was running the report was no one else knew the process for running it. M. Martin further stated so this issue does not occur again, people in multiple offices will know how to run the report. M. Martin added that we also need students to understand that faculty advisors can provide advising assistance to students, not just advising. D. Schoenenberger stated we need to find a way for faculty advisors to connect with students so better relationships can be built. Dr. Warner suggested potentially having faculty advisors sign off on courses students plan on taking so stronger relationships may be built. M. Martin added there is already a place in Self-Service where faculty can go to approve of courses students select.

5. **5 Year Trends – Credit Enrollment Review**

Dr. Ohl-Gigliotti briefly went over a few notable five year credit enrollment trend changes. Dr. Ohl-Gigliotti stated that over the past five years there has been a steady decline of in-county, non-minority, female, and male enrollment. Dr. Ohl-Gigliotti further stated that in-county ESSENCE, out-of-county, and minority enrollment have increase steadily over the last five years. Dr. Ohl-Gigliotti also added that average credit load has remained steady. C. Baer stated that as in-county numbers are down, he is curious if more in-county students are taking online courses at other colleges.

6. **Additional Items**

Dr. Ohl-Gigliotti informed the group that she will now be sending out draft agendas before meetings. Additionally Dr. Ohl-Gigliotti asked group members to continue to provide topics they would like to see on the agenda.

L. Montgomery inquired if we have figured out how summer 2021 classes will be offered, and what should be told to students asking about summer 2021 classes. Dr. Warner stated that as of now he is unsure how summer 2021 classes will be offered, as the number of Covid cases in Washington County has been increasing. M. Martin asked if the courses that will be offered in summer 2021 will generally be the same as the courses offered in summer 2020. Dr. Warner stated he feels there will not be big changes from the courses offered in summer 2020 to summer 2021.

M. Kugler informed the group that PIE will be launching a student satisfaction survey soon and will update the group once it's ready.

Dr. Ohl-Gigliotti informed the group the multicultural committee's plans for a Martin Luther King celebration have been approved, and will provide the group with details once they are available.

**Future Meetings**

*Next ESSC Recruitment & Retention Meeting: November 12*