

Enrollment and Student Services Council
November 12, 2020
Meeting Minutes

Attendees: C. Baer, V. Beache, C. Brereton, D. Bittorf, J. Burnett, M. Cepeda, K. Crawford, Dr. D'Ambrisi, K. Hammond, Dr. Hendrickson, M. Kugler, M. Martin, J. Mentzer, L. Montgomery, T. Nedimyer, Dr. Ohl-Gigliotti, R. Rohan, Dr. Rothstein, D. Ryan, B. Saunders, Dr. Scheetz, D. Schoenenberger, T. Shank, H. Soeffker-Culicerto, T. Thorn, Dr. Warner, S. Willard

Excused: N. Arnone, C. Hart, B. Kirkpatrick, J. Mankins III, C. Ranalli

Minutes submitted by T. Nedimyer

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

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

2. **Fall 2020 Enrollment**

T. Shank informed the group that planning winter courses for Con-Ed has been tough, and she is working with PRM to create a tri-fold that will be mailed out to students. T. Shank further stated that the tri-fold will direct students to where they can view available winter courses on the HCC website. T. Shank also informed the group that CNA, Phlebotomy, Diesel, and Construction courses have been set up for winter. T. Shank also noted she is currently trying to promote short-term training with both the Western Maryland Consortium of Washington County and Goodwill. Dr. Ohl-Gigliotti informed the group that RJ Lushbaugh will be taking on the role of Admissions Specialist, and will handle student campus visits, as well as provide assistance advising walk-in students.

D. Schoenenberger informed the group that Adult-Ed enrollment numbers remain the same from the previous report. D. Schoenenberger mentioned that the partnership with the Family Center is on hold due to new Covid-19 guidelines implemented by Governor Hogan and the partnership with a Hagerstown manufacturer began on November 1, and is serving 11 ESL students.

K. Crawford informed the group credit headcount is currently down 7.5%, and total FTE is down 6.2% from last year at this time. K. Crawford also mentioned we are most likely finished with student withdrawals for the semester. K. Crawford further stated that faculty members have done a great job helping students register for classes, and we should be proud of our enrollment numbers for the semester. Dr. Ohl-Gigliotti added that our enrollment numbers are on par with national averages.

M. Martin informed the group that Self-Service was temporarily down for a few hours on Monday November 9th. M. Martin further stated Self-Service is up and running again and there have been no further issues.

3. **Spring 2021 Enrollment Updates**

K. Crawford updated the group that L. Montgomery has worked with Goretti to schedule chemistry and calculus ESSENCE courses for spring, which may account for as many as thirty to forty ESSENCE students. K. Crawford thanked L. Montgomery for her help in making this happen. Dr. Warner stated it does not matter to him if a faculty member is sent to the high school to teach the courses, or if the students take the courses here, he would just like the courses to fit within our regular semester calendar for when classes are taught. L. Montgomery noted the

calculus course will be fully online. Dr. Warner added that he would be willing to blend the online college calculus students with the ESSENCE students. K. Crawford will look to see about how many ESSENCE students will be in the calculus course. K. Crawford also noted that he recently spoke with WCPS juniors and seniors regarding the CATE program and received many questions from students. K. Crawford added that he is hoping to receive a few applications.

K. Crawford briefed the group on what the new CRM will allow us to do that we couldn't do before. K. Crawford stated with the new CRM in place, applications for admission to the college will be easier to complete, communications with applicants will be better, and pulling information will be easier.

Dr. Scheetz updated the group on the outreach to 2020 fall students with outstanding balances stating he had reached out to over 100 students via text, email, and phone. Dr. Scheetz noted that of the over 100 students he had reached out to, he had around a 24-25% response rate, and was able to leave messages for about 50% of the students that were called. Dr. Scheetz added that when communicating with the students he created a listing of reasons why students were unable to pay for their courses and had outstanding balances. Dr. Scheetz stated that overall he felt the outreach to students was a success, and feels the outreach should continue in future semesters so more statistical data can be gathered. H. Soeffker-Culicerto also noted that paper invoices had been sent out to students with outstanding 2020 fall balances.

The group discussed the preparations needed for the quick turn-around between the 2020 fall and 2021 spring semester. M. Martin stated that with the fall semester ending December 20th and final grades being due December 22nd, the biggest obstacle for him is running the pre-req report for students who have not passed. M. Martin further stated that it's possible for him to wait until the beginning of January to run the pre-req report, but it's not ideal. C. Baer noted he cannot process transcripts until final grades are in. Dr. Scheetz added that he cannot run the SAP until all final grades for students are in. Dr. Scheetz further stated SAP's can take a day or two to run, and an additional day or two to review. Dr. Rothstein stated that the best course of action may be to encourage faculty to get final grades in as soon as possible due to the quick turnaround. Dr. Warner agreed with Dr. Rothstein's suggestion of encouraging faculty to get final grades in as soon as possible. D. Ryan stated he will let faculty know to get grades in early if possible, but has some concern that getting grades in early for the late starting classes may be difficult. D. Schoenenberger mentioned that there should not be any issues with getting grades in early for Developmental.

M. Martin briefly summarized the registration process that students go through with the group. M. Martin stated the registration process can be broken down into three phases, *pre-advising phase* - students apply for admission and financial aid, as well as take their placement test, *advising phase*- transcripts are reviewed and students register for courses, and *post-advising phase*- students get their student ID, books, and receive a bill for courses being taken. M. Martin also noted the document "7 Easy Steps to Become a Credit Student" can be found on the admissions & enrollment webpage. K. Crawford also suggested for those who are interested to see what the registration process is like, they should try and register as a student as it cannot hurt anything. D. Schoenenberger stated that she has had some struggles with helping students register for classes, as there is just so much to know to help students accurately register for classes. M. Martin noted that he would be more than happy to meet with D. Schoenenberger and go over the registration process. Dr. Warner invited M. Martin to the next Academic Council meeting to go over the registration process. M. Martin also stated that he feels more students are waiting until the last minute to register for spring classes, and they are registering themselves. M. Martin further stated that as a result he feels that by the end of November or beginning of December we

could see an increase in credit headcount. M. Martin added advising will need have to have a plan in place to meet the expected increase in demand for advising appointments. Dr. Rothstein agreed with M. Martin that she too feels spring enrollment numbers will pick up, but stated she has some concern that students not doing well this fall may not return in the spring. Dr. Ohl-Gigliotti added she feels students may take the winter break to think about if they want to continue in the spring.

The group briefly discussed how auditing a class impacts a student's financial aid, and when auditing a class is appropriate. Dr. Warner stated this topic will be revisited at a future meeting. M. Kugler noted that she would also like to discuss amnesty credits at a future meeting if possible. Dr. Scheetz added that amnesty credits can also cause problems for a student's financial aid.

4. **Follow up from prior meetings**

Dr. Rothstein updated the group on the progress that had been made regarding faculty advising. Dr. Rothstein stated that the rules within Datatel have been updated, but there is still an issue with actually getting the rules to run within Datatel. Dr. Rothstein noted that IT is looking into how to actually make the rules run.

K. Crawford updated the group that the next HCC Live Session has been advertised on social media and is scheduled for November 19th. K. Crawford further stated another HCC Live Session has been planned for December.

Dr. Rothstein updated the group on the academic plans for summer 2021. Dr. Rothstein stated summer 2021 classes will mostly be online, similarly to what was done for the spring, summer, and fall semesters due to the increased number of Covid cases in Washington County. Dr. Warner added that once it is safe to return to face to face classes we will do so.

M. Kugler informed the group that the student satisfaction survey that was mentioned in the previous meeting has now been sent out to students. M. Kugler stated that she is hoping to get somewhere between a 15-20% response rate from students.

5. **Discussion: Report on Fall Enrollment – What do we want to know/how will it will be used?**

Topic will be discussed at recruitment and retention meeting.

6. **Additional Items**

Dr. Ohl-Gigliotti asked group members to continue to send her topics they would like added on the agenda.

Future Meetings

Next ESSC Recruitment & Retention Meeting: December 10