

Enrollment and Student Services Council
December 10, 2020
Meeting Minutes

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

Excused: V. Beache, J. Mankins III

Minutes submitted by T. Nedimyer

1. **November 12th minutes review/approval**

The November 12th ESSC meeting minutes were approved with revisions.

2. **Fall/Winter 2020 Enrollment**

T. Shank informed the group that the Foundations for Healthcare Careers course will begin in January, and CNA courses will start in February. T. Shank further stated that GEERS funding has been awarded for some CNA and Phlebotomy students. T. Shank also added that additional meetings were held with Meritus to discuss what students in the Medical Assisting program should know, and overall the meetings went well. Dr. Warner thanked T. Shank for her work on moving the health science courses from credit to non-credit. T. Shank informed the group that a display case has been set up at the Valley Mall to help promote available scholarships. B. Kirkpatrick asked T. Shank to let her know if advertising for GEERS funding will be needed. T. Shank will continue to provide enrollment updates over the next few months for new programs/courses.

D. Schoenenberger informed the group that Adult-Ed enrollment numbers remain consistent from previous reports. D. Schoenenberger further stated enrollment numbers should begin to change in January as students register for courses. D. Schoenenberger also noted that the ESL partnership for manufacturing is small, but going well. Additionally D. Schoenenberger asked T. Shank to let her know when students should be billed for the course as it ends in June. T. Shank stated typically students are billed after the course is over, but she will check with finance to see if students can be billed earlier.

K. Crawford updated the group that credit headcount for fall ended up down 7.7%, and total FTE ended down 6.6% in comparison to last year's enrollment numbers. K. Crawford added we should be proud of where our enrollment numbers finished for the semester.

3. **Spring 2021 Enrollment Updates**

K. Crawford informed the group credit headcount is currently down 25.8%, and total FTE is down 27.0% from last year at this time. K. Crawford noted in being one month out from the start of the spring semester, headcount numbers for spring are actually better in comparison to where they were one month out from the start of the summer and fall semesters. K. Crawford further stated he estimates that spring enrollment may end up down 15% in comparison to last year. K. Crawford added he believes once we open after winter break, we will be very busy with students registering for classes. K. Crawford shared he has some concern that students may not understand that we will be closed over winter break, and no one will be available to help them register for classes during that time. K. Crawford also added that they have recently done a lot of outreach to

students regarding spring registration. D. Schoenenberger inquired if there is a way to reach out to students who have taken their ACCUPLACER test and have not registered for classes. K. Crawford noted that this is an important population of students to capture, and further stated a query can be run through Datatel to identify these students. K. Crawford also reminded the group that a financial aid deregistration will occur on December 10th.

K. Crawford provided the group with details on how the recent November HCC Live Session went. K. Crawford stated that the November 19th session was not as well attended, or shared as previous HCC Live Sessions in the past. K. Crawford added that there have not been any sessions scheduled for December. T. Thorn updated the group that the online information sessions for the middle college have been well received, and more students have attended the online sessions than the in person sessions of the past. T. Thorn added that she would like to continue future information sessions in this fashion.

The group briefly reviewed the timeline/preparations needed for the quick turn-around between the 2020 fall and 2021 spring semester that can be found on the agenda. Dr. Ohl-Gigliotti reminded the group it is critical that faculty members have final grades submitted no later than noon on December 22nd so pre-req reports and SAP's can be run, and transcripts processed. Dr. Warner added that we will continue to get the message out to faculty to have final grades in as early as possible. Additionally the idea of running a report the morning of December 22nd to determine faculty members that still have final grades to submit was discussed. M. Martin added that he will be sending out an email to students wishing them good luck on their finals, as well as other important information students should be aware of.

The group was informed that the proposed inclusive access pilot for spring 2021 has been approved by the board and will cover the following courses BIO-106, MAT-101, MAT-109, and MAT-115. Dr. Warner added that students will have the option to opt-out if they would not like to receive digital content through inclusive access, and thanked all who worked on making this pilot happen. L. Montgomery noted that students in these courses have been contacted so they are aware of their options regarding inclusive access. L. Montgomery further stated a blurb about inclusive access has been added to D2L. Dr. Scheetz inquired what is the process for opting-out of inclusive access if a student would choose to do so. D. Bittorf noted once a student logs into inclusive access there should be an opt-out option. L. Montgomery stated a piece of literature will be created to inform students how to opt-out of inclusive access if they would like to do so.

Dr. Rothstein updated the group on the progress that had been made regarding faculty advising. Dr. Rothstein stated Chris Davis is currently running a test now to see if they can get the rules to run within Datatel. Dr. Rothstein further stated that the results of the test will be discussed during their next faculty advising meeting. M. Martin thanked Dr. Rothstein for her work on updating the faculty advising lists, and stated she will be missed by the college when she leaves. M. Martin also noted people in multiple offices will know how to run the report.

The group briefly discussed how to help students understand the reality of time needed for remote classes. M. Martin stated he feels that students think just because classes have been moved online it will take less time to do the course work, when in reality this is not the case. N. Arnone stated that she has noticed students who are working full-time jobs and try to be full-time students start to struggle with their workload as they get deeper into the semester. N. Arnone further stated that we may want to do more probing when speaking with students about their courses for a semester.

4. **Discussion: Media Survey Results**

B. Kirkpatrick informed the group that we participated in an Interact survey with around six other schools. As a result of the survey B. Kirkpatrick informed the group that:

- Our students prefer to receive information by email, in-person, or phone
- Students expect a response to questions within 24-48 hours
- Top way to recruit students: recruiting in schools and by mail
- Preferred social platforms: Facebook, Instagram, and YouTube

B. Kirkpatrick also mentioned that the contact she spoke with from Interactive informed her the number one thing that encourages students to continue taking classes is receiving communications and information from faculty members. B. Kirkpatrick also noted that typically older students feel they receive less encouragement than younger students do. C. Ranalli added that she is working on putting a few bullet points and charts together to share information from the student survey.

5. **Discussion: Report on Fall Enrollment & Minority Students**

M. Kugler briefly went over some of the preliminary data on minority enrollment trends she had pulled for the 2020 fall semester with the group. M. Kugler noted enrollment numbers for Black and African American students saw the most significant decrease in enrollment over the last year, while Hispanic student enrollment numbers remained steady. M. Kugler further stated that overall minority enrollment numbers have increased over the last year, as well as the number of credits minority students are taking. M. Kugler stated once the report is finalized she will distribute it to the group.

6. **Additional Items**

N/A

Future Meetings

Next ESSC Recruitment & Retention Meeting: January 21