

Enrollment and Student Services Council
November 11, 2021
Meeting Minutes

Attendees: A. Auldridge, N. Arnone, J. Bachtell, C. Baer, K. Crawford, Dr. D'Ambrisi, K. Hammond, Dr. Hendrickson, M. Kugler, M. Martin, L. Montgomery, T. Nedimyer, Dr. Ohl-Gigliotti, Dr. Poole, Dr. Renninger, R. Rohan, D. Ryan, Dr. Scheetz, D. Schoenenberger, T. Shank, Dr. Soeffker-Culicerto, T. Thorn, Dr. Warner

Excused: V. Beache, D. Bittorf, J. Burnett, B. Kirkpatrick, J. Mankins III, J. Mentzer, S. Willard

Minutes submitted by T. Nedimyer

1. **October 28th minutes review/approval**

The October 28th ESSC meeting minutes were approved as written.

2. **Fall Enrollment**

T. Shank updated the group that just about all of the GEERS one grant has been spent, and noted over 200 students had received assistance from the grant. T. Shank further stated the GEERS two grant will soon be available for allocation. T. Shank informed the group that she will be meeting with the Western Maryland Consortium to discuss how they can potentially provide partial financial assistance to some of our students, as well as discuss other forms of assistance they can provide. T. Shank also noted in the future, she would like to take the time to do an assessment of what funds may be most appropriate for an individual student before allocating them. T. Shank also informed the group that it has been difficult finding clinical spaces for nursing refresher courses.

D. Schoenenberger updated the group that Adult-Ed enrollment numbers for fall are doing well, and noted 287 students have enrolled for fall. D. Schoenenberger also informed the group that Adult-Ed will be partnering with an organization called Aunt Bertha, which is a free tool that helps those in need of assistance find food, pay bills, and locate other free or reduced cost programs. D. Schoenenberger further stated with this tool she will have the ability to gather data on students that receive assistance. D. Schoenenberger also updated the group that she is in the early stages of developing a partnership with WCPS to offer ELL courses in the public schools. D. Schoenenberger informed the group that she is excited to announce she will soon have her first official ATB student, pending the student's completion of the FAFSA. D. Schoenenberger also informed the group that she has an open part-time MIS position to fill, and noted she has received one application for the position so far. D. Schoenenberger encouraged the group to please have any high quality candidates they may know of to apply for this position.

3. **Winter & Spring Enrollment**

T. Shank informed the group that she is in the process of putting together a modified job fair at the prison for production jobs, and noted she is looking into setting up additional courses for 22 spring at the prison. T. Shank also updated the group that the Con-Ed winter schedule should be hitting mailboxes around November 15th.

D. Schoenenberger informed the group that so far she has thirty-five students enrolled for Adult-Ed spring classes, and noted enrollment may be slightly down in comparison to where Adult-Ed fall enrollment numbers were prior to the start of the semester. T. Shank stated that spring

enrollment numbers may be down at this time as she feels we may not be doing enough marketing for spring classes. K. Crawford added that he takes both non-credit and Adult-Ed literature everywhere he goes when visiting with students. D. Schoenenberger suggested as Adult-Ed courses are not being heavily marketed, alternatively, it may be a good idea to at least attempt to reach out to non-traditional groups of students like Spanish speaking churches.

K. Crawford updated the group that we made up some ground on enrollment for the spring over the past few days, and noted that credit headcount is currently down 2% at this time. A. Auldridge informed the group that when reviewing the Dailey Enrollment Report, she noticed that majority of the classes that are already filled are WEB based courses. A. Auldridge further stated that we may want to consider adding additional WEB based courses for spring, as it seems that WEB based courses are still the preferred method by students at this time.

A. Auldridge informed the group that she has had several students let her know that they are having difficulty finding a time they can meet with their faculty advisors. A. Auldridge further stated that the inability for students to meet with their faculty advisors could have a negative impact on enrollment numbers. Dr. Renninger suggested the idea of if a student's schedule is not matching up with their faculty advisors schedule, they could also go meet with the appropriate Division Director. M. Martin added another obstacle with faculty advising is the registration part, as students meet with their faculty advisor then never register for classes. Dr. Warner stated that originally faculty advisors were told that they were not going to be registering students. Dr. Renninger suggested "registration stations" could be added in buildings across campus similar to how the GoEvo check-in stations were setup. M. Martin added another concern that he has for students registering for classes is that returning students may not be aware that they can no longer register for classes in WebAdvisor. Dr. Renninger suggested it may be beneficial to add a link in WebAdvisor for students trying to register for classes that redirects them to Self-Service. It was also suggested that an IT representative be invited/present at all future ESSC meetings. The group also discussed the subjects of forming a subcommittee to review the Master Schedule, and the idea of setting up a "Mass Registration" event in the Hilltop to register students prior to the start of a semester.

4. **Constant Contact & Polls**

K. Crawford informed the group that students who withdrew from classes will be receiving an email poll via Constant Contact to gather data on why they withdrew.

5. **Students completely withdrawing during the semester**

N/A

6. **Report on 10-year enrollment data – discussion**

M. Kugler provided the group with a brief overview of the ten year enrollment report that was distributed to the group. M. Kugler noted the provided information is meant to serve as a starting point for discussions on why enrollment numbers have been trending downward for so long. Dr. Warner added that he would like to discuss specific parts of the ten year enrollment report at a future ESSC Meeting.

7. **Credit Financial Aid Census Date – Pros/Cons Discussion**

Tabled

Future Meetings

Next ESSC Recruitment & Retention Meeting: December 9

cc: Dr. Klauber, V. Ippolito