Enrollment and Student Services Council
Meeting Minutes
Thursday, March 14, 2024 · 9:00-11:00 am · STC-182

Group Lead: Theresa Shank

1. Welcome
    a. Sarah Elliott was introduced as the new notetaker, this will be a permanent change due to consistency
    b. Theresa S. initiated a group ice-breaker

2. Approval of Minutes
    a. Theresa S. requested a change to the previous minutes to move item number five closer to item number eight

    Laurie Montgomery moved to approve the minutes with the change. Second from Dawn Schoenenberger and unanimously approved

3. Feedback/Review of previous meeting by Carlee Ranalli
    a. Communication needs to be improved amongst the group
    b. Likes the manner in which ideas are shared and how they are organized
    c. Most confusing points were prioritized and differing opinions due to size of group

4. IT information presented by Joseph Seiler
    a. 2024 Fall schedule has been imported to the Ad Astra schedule and is currently viewable to faculty and staff
        i. Stephny noted that due to the high number of infeasible and bottlenecked sections/rooms from the Room Optimizer, IT is working with Sarah Elliott and the division directors to set up a new preference set to avoid this in the future
        ii. Dawn proposed to remove all current rules in the Ad Astra preference set to set up a new set of rules

        Action: IT to schedule a follow up meeting with division directors, office assistant and Sarah Elliott to determine new preference set list

    b. ConexEd has given IT access to a test version of a retention tool that will pull data from D2L, such as last D2L login, class grades, etc. ConexEd is working on an updated test version of this, but IT is waiting to hear back regarding this update.
    c. Joe reported that the IT department is working on making the application process easier for students and will initiate a text message to go out to newly accepted students with their college email
        i. Joe clarified that students newly accepted into the college will still receive their college acceptance letter in addition to the text

5. Open House – April 13th update
   a. Christine reviewed the layout and flow of the ARCC and emphasized that she wants the event to be more of an experience for the students and their families so they can be more engaged, rather than just collecting information
   b. It was reported that there will be a self-assessment that students can take on the laptops to help give them a degree/career direction

6. Assignments, Next Steps
   a. Identify Group Lead for April Meeting: Mary Hendrickson
   b. Identify Notetaker for April Meeting: Sarah Elliott

7. Continue: Pause – Identify – Plan
   a. Current Initiatives & Projects
      i. **Retention Plan**
         GOALS: Align with HCC Strategic Plan. Improve retention rate.
         METRICS: Persistence and completion increases. Returned engagement.
         POPULATION: Credit, WSCE, PALS
         RESOURCES: Strategic planning committee reports and action plans (Dana, Angie, etc.). HCC Fact Book.
         WORK: Plans made, focus groups, focus groups now expanding
            1. Retention Tool with ConexEd
            2. SDV requirement for new students first semester (FA25)
      ii. **Early College Initiatives**
         GOALS: Acquiring NACEP certification. Student plans that support post-secondary goals. Guidebooks for pathways. Improved staff communication. Liaisons in place.
         METRICS: Completion of guidebooks. Defined methods of communication for all. Liaison pipelines working efficiently.
         POPULATION: WCPS, other ECAP/ECDP students
         RESOURCES: Blueprint committees, NACEP accreditation guide
         WORK:
            3. Early College Admissions Application
            4. Blueprint – ECAP/ECDP (Registration improvements)
      iii. **Advising**
         GOALS: Smooth student advising and referral processes through appropriate pathways for all students
         METRICS: Smooth transition between new students in Retention and Registration, returning students to faculty advising, cohort students (DSS, ECDP, etc.) with proper staff support
         POPULATION: faculty, credit and non-credit students,
         RESOURCES:

WORK:

5. ConexED – Scheduling
6. Student plan approval tool for faculty
   a. Loading plan for new, current, and transfer students
   b. Training
7. Assignment of students to faculty
8. Connecting Registration & Advising with DE High School Counselors providing access to self-service

iv. **Self-Service Changes**

GOALS: To provide accessible, accurate tools for improving comprehensive student academic planning, registration, retention and other resources for students, faculty, and staff.

METRICS: Increase the number of accurate degree plans and graduation audits

POPULATION: Student, faculty, and staff

RESOURCES: Self-service user group, IT,

WORK:

9. Single Sign On implementation
10. Using Sample Degree Plan
11. Communication of Changes in Self-service
12. College catalogue review for integration into public facing information

v. **Recruitment**

GOALS: Employ STRATEGIC recruitment to identify populations and the needs of our community

METRICS: Increase enrollment in identified low-enrolled programs

POPULATION: All prospective students, local businesses and companies, transfers, DE students

RESOURCES: Factbook, MHEC, enrollment reports, Clearinghouse, MWE reports (occupation, job openings, etc.), social media

WORK:

13. Application modifications – include Meta Majors
14. Promoting non-credit workforce development programs
15. Review of website – organization for faculty, staff, students (and accessibility)
16. Increase social media advertisement

8. Other
   a. Angie reported that Retention & Registration has changed their name to Registration & Student Support and the Retention Specialists have been changed to Student Support Advisors

b. It was reported that committees have not been sharing information pertaining to progress and it was requested that the retention plan to be shared with the group. It was suggested to add a presentation of strategic plan to a future meeting.

c. It was reported that adjuncts will be hired the same as they have been in the past. Dawn S. will be working with Megan in HR to provide steps for the adjuncts as they are not following the regular adjunct pathway. It was decided that the adjuncts will be identified as "Dual Enrollment Lecturers" to distinguish between HCC adjuncts and high school adjuncts.

d. Next meeting: April 11, 9:00-11:00 am, STC 182

9. Meeting adjourned at 11:00 am