

Board of Trustee: Enrollment and Student Affairs Committee

January 20, 2023

Minutes

- I. **Call to order:** 1:16pm by Chairperson Smith
- II. **Roll Call: Present-**Chair Missy Ming Smith, Trustee Dus Rogers, Dr. Elizabeth Pruett, VP Sarah McAbee, VP Dr. Kim LaFevor, Mitchell Bazzel, Tracy Raby, Amy Garrison, Ashley Miller, Richard Collie, Kim Dunnavant, Beth Jenkins; by Zoom: Liz Bowden, Brittani Stone, Elaine McGill, Penny Roberts, DJ Doorenbos; Morgan Meadows; Emerald Simmons; & Maria Garner.
- III. **Approval of Agenda:** Rogers and McAbee approved
- IV. **Approval of Minutes Oct 2022:** Rogers and Dr. Pruett
- V. **New Business**

Spring Enrollment Update- 25,304 goal and we are above last year by this morning, showing some improvement over last spring's enrollment figures; headcount is 2811 total a little over spring 22 and goal; students are taking fewer credit courses than last year. Average is 9 credit hours per student; some students that dropped needed a break, some needed financial assistance which we facilitated, some needed other help which was facilitated. Q: from MMS- do we find ourselves reaching out more to students (more inventive) personally how do we feel about enrollment? A-it takes more touchpoints in all the offices, utilize Navigate software, more proactive and getting classes open. Sent 2500 messages and met with 322 students in that two-week window to support students. Technology has made it quicker and easier to meet with lots of students. More tools to serve students. Most of our communication is text, phone calls, email, online. Good news is we are seeing more students in person for recruitment. Continues thru March 3-Term B. Q: Rogers-are they Junior or Senior? A: hours skew that designation so it is difficult to say based on what they need.

Recap of Holiday Work: Volunteers from Admissions, Financial Aid, Registrar and Student Success worked to keep business flowing so we don't feel overwhelmed upon return from the holidays and to provide service to new applicants and readmits. See handout. Staff worked over 218 hours during the 3 weeks that campus was closed for the holiday break. Increase of 195 students enrolled during that time period. Increase in 1687 credit hours. Kudos to all those that helped. Success coaches met with students and sent messages during break.

Chairperson Smith and Rogers: Great customer service and thank you – that is how we reached the goal.

Recruiting Schedule for Spring: most benefit is in the classrooms, not just tabling. We are seeing impact on enrollment now that 2 years out the community colleges have had less enrollment. 2/25 Preview Day on campus, Comm. College appreciate breakfast – student support services, talk about our new programs etc. before the Achieve Conference. We purchased Mongoose texting platform to help w/ communication. Continue BEAR program and in one year we graduated 3 of our students that had stopped out and now graduated.

Diversity Events for Spring: See handouts.

VI. Old Business

Community College prospective list update: Received some lists from a few schools received 5000 names; not all colleges shared email address some sent mailing addresses so we sent fliers. Rogers asked Ashley to send him an email about what she needs – the list of ACCS students how have more than 25 credit hours directory OneACCS email addresses. MMS noted that it was interesting that Athens State is the only 4-year institution that offers a significant tuition waiver to employees of the AL Community College System (and their dependents) but we are having trouble receiving information from them.

Learning Partnership Recruiting: New job description for Asst. Dir of Admissions will include this in their portfolio. Amber Martinez has been heavily involved in this.

Update Archer and Learning Partnerships: LP-17 (up 2 from last report) city and county government, health services, education, manufacturing, technology, defense industry, etc. Gaps: logistics, medical research industries, financial services. Archer-strategic video development for programmatic coming out soon, homeland and corporate security – why is that marketing not working? International, national, and regional awards. Onward ai student experience, captivate gives them an interactive; Feb 23 full roll out to Dallas TX.

VII. Closing Comments from Committee Members

VIII. Adjourn 2:07 p.m.