Recruitment and Enrollment Team Meeting Minutes
DATE: April 27, 2022
TIME/LOCATION: 2:00 p.m. / River Room and Zoom

Roll Call:

√	Names			Names
√	Cara Doerr		√	Tanya Hill
√	Kevin Hunsperger 3:00p		√	Sandy Fontana
√	Mandy Hazel			Jesse Smith-Fulia
√	Monica Brahler		√	Virginia Chamness
√	Danielle Boyd		√	Lindsay Johnson
√	April Teske		√	Mindy Ashby
√	Sabrina Black		√	Kylee Frassato
	Jon Van Meter			

√ indicates attendance, leaving blank indicates absent

I. **Call to Order**
Mandy Hazel, Chair called the meeting to order at 2:03pm
A quorum is present.

II. **Approval of Minutes of March 23, 2022**
Cara made the motion to approve the minutes as written, Mindy seconded the motion. All members voted in favor and the motion carried.

III. **Additions to the Agenda**
There were no items added to the agenda.

IV. **Items For Discussion**

a. **Monthly update- Cara Doerr**
Cara discussed applications and enrollment being up for both summer and fall even though enrollment started 2 weeks later than the previous year. Sandy reported her 111 class is full and she is already emailing students who are enrolled to introduce herself and check in with them. It is reported the cosmetology program enrollment is up for fall as well.

b. **Summer Melt – Information proved by Cara Doerr**
Between the March and April meeting Cara provided the team with information about "Summer Melt". The team was asked to review this information prior to the April meeting. Discussion started by

defining Summer Melt as a time when students either registered in the spring for fall or verbally reported they intended to enroll in fall but then never followed through with enrollment or did not show up in the fall for their registered classes. Faculty involvement is believed to be very important in preventing summer melt. Finding ways for instructors to connect with students outside of phone calls as students are less likely to want to talk on the phone. April mentioned she previously used the Remind App to connect with students and it worked well. Cara discussed how purchasing a CRM would be beneficial for connecting with students and tracking those connections to make them more effective. Cara shared she is working on a communication plan and this plan will include email templates for faculty to use as well.

Tanya discussed feeling orientation is too late in terms of preventing summer melt. Ideas were suggested to help with this such as offering orientation options for students both on campus and through Zoom. A Zoom option would be for students who are strictly taking online classes. Offering orientation at various times throughout the summer may be beneficial. Also, Mindy discussed hosting an open house, Kylee discussed hosting summer events for students to attend and get to know one another as well as possibly offering a program that would give students enrolled at Shawnee discounts at local businesses. Mindy discussed that she and Erin are working on a first-year experience program for students to complete.

c. **Operational Function: Identify points throughout the semester in which students cease enrollment/attendance in courses and program and recommend plans for improvement.**
Cara led the discussion and began by asking about the process for student withdrawal. The form is only available on campus and online students do not have access. Tanya described how she handles such situations either over the phone, through Zoom and then ultimately getting confirmation of those conversations through email.

V. New Business

a. Tanya stated she has a student who has gotten off of her plan to graduate and is struggling to get into the classes required to graduate now. There does not appear to be a process for when this

happens. April stated this is something Academic Affairs should look into. This also began discussion about the disconnect between advisors under Cara and student support services advisors under Mindy. It would be beneficial to come up with a way for all advisors to communicate about enrollment or other issues, such as having a student who just needs one course. The idea of an online spreadsheet in a shared drive to log these things was suggested as one idea. This would allow staff to recognize when maybe multiple students need the same class. It was discussed how inquiries about certain programs or classes are handled. Not just advisors field these questions, anyone answering the phone and also social media messages could have such inquiries. April suggested during high enrollment periods the school try intermittent tracking to see if other programs or classes are being requested.

b. Cara inquired about enrollment forms and other ways to use these forms to make enrollment easier for students. This was tabled and will be discussed further at the May meeting.

c. How to capture continuing education and non-traditional students. Ideas such as community events, stores such as Kroger and Wal-Mart and going to their work places during lunch hours or working with businesses for training for their employees. This will be discussed further at the May meeting.

Adjournment

April made a motion to adjourn the meeting at 3:55p.m., with a second by Tanya. All voted in favor and the motion carried.

The next meeting will be held May 25, 2022 at 2:00p.m. in the River Room and on Zoom for the front desk and extension centers.