

Martin Community College

**Enrollment and Success Management Committee** Meeting Minutes

**Location: Building 1,  
Room 14**

**Date & Time: 8/5/24  
10:00 AM to 11:30 PM**

**Attendees:** Dr., Brian Busch, Vice President, Student Development Services  
Happy Gingras, Vice President, Academic Affairs  
Vanessa Tripp, Director of Admissions, Counseling, and Student Support Services  
Erica Cracoglia, Associate Vice President, IE/IR & SASCOC Liaison  
Manika Parker, Director, High School Programs  
Kinsey Price, Vice President, Institutional Advancement  
Angie Mobley, Director, College and Career Readiness

**Recording Secretary:** Happy Gingras

Agenda Items

- I. Call to order – Dr. Brian Busch
- II. Roll call & Verify quorum – Dr. Brian Busch
- III. Approval of minutes from last meeting - Minutes approved
- IV. New business
  - I. Data Report from Erica Caracoglia
    - I. 13 days until semester starts and FTE is up.
    - II. FTE was up for the summer session.
    - III. There are 5-6 students who have registered for 20+ credit hours, we will keep an eye on them.



- II. Draft of Enrollment Success Plan was presented
  - I. Goal 1 – Increase student enrollment – Need to focus on getting more traditional students enrolled.
    - I. Will need to get more data.
    - II. Need to also consider students who “stop out.”
    - III. Need to focus on factors that we control.
    - IV. Looking to increase matriculation of CCP students – where are the students going, if not here? We have received some data from Martic County Schools, but need data from Bertie, NERSBA, and Beargrass.
  - II. Goal 2 – Improve academic performance.
    - I. Increase training of advisors and all staff to better understand the impact of drops on a student’s financial aid (success rates).
    - II. Academic warning and probation for both financial aid and GPA is important and needs to be rolled out.
  - III. Goal 3 – Improve credential attainment.
    - I. For both the strategic plan and the enrollment success plan, it was determined that less is more.
    - II. Everyone will need to pull together to make the Enrollment success plan successful.
    - III. Objectives of the enrollment success plan objectives are driven by the strategic plan.
    - IV. Kinsey Price moved to approve the draft plan and Manika Parker seconded. Draft plan was unanimously approved.
      - I. We need to add measurable activities for each part of this plan after thoughtful discussion.
    - V. Discussion of how to start the conversation to support this plan. Ideas included:



- I. Each supervisor should have this conversation with their area and area goals could be aligned to the plan.
- II. Ask each area what they are doing to support these goals. Look for activities that will help us to identify any low hanging fruit including activities that can be done now such as acceptance letters being emailed and send through US mail. It is important to look at things we control and make any changes that can help students enroll, stay and succeed.
- III. It is important to identify a timeline for implementing these changes. Moving forward in a rapid pace is critical.
- IV. It was suggested to look at making these changes in a manner that allows us to track their success.
- V. This should be a top-down conversation, and supervisors should bring back activities for their area to support this plan. The committee will select the activities.

V. Old business

- I. Text messaging – A group met on July 17 to discuss text messaging. Dr. Busch will share out to the committee the information discussed.
- II. Upswing will not be available starting fall 2024. We are encouraging students to work with their instructors during office hours if they need additional help. We are working towards having a peer tutoring system in place soon. The question was raised about how students would be able to work with adjunct instructors.
  - I. Happy Gingras will notify faculty and adjunct faculty about Upswing to ensure it is not in anyone's syllabus or in their Moodle.
  - II. Dr. Busch will look through the college catalog to make sure there is no reference to Upswing.
- III. Dr. Busch talked about ANA messaging system and how it is being used on campus.
  - I. We will be asking about how to tailor messages for our campus, especially since we are not using Upswing (the sister product).



- II. More students are utilizing the website for information than ever before.
- IV. Sharepoint site for this committee is under construction.
- V. Due to the FASFA issues this year, the system office allowed colleges to make changes to their deregistration dates. Martin CC will not be making any changes to deregistration dates but will work with students on an as needed basis.
- VI. Next Meeting
  - I. Meetings will move to the second Wednesday of the month and will run from 10:00 – 11:30 AM. The next meeting will be September 11 in the Library Conference Room.
- VII. Adjournment - meeting adjourned at 11:13.

Respectfully submitted by: Happy Gingras  
*(Signature of Recording Secretary)*

