

Martin Community College
Enrollment and Success Management Meeting Minutes

**Location: Building
2, Library
Conference Room**

**Date & Time:
September 11,
2024, 10:00 a.m.**

Attendees: Kinsey Price, Vice President, Institutional Advancement
Vanessa Tripp, Director, Admissions, Counseling & Student Support
Erica Caracoglia, Associate Vice President, IE/IR & Accreditation Liaison
Dr. Brian Busch, VP, Student Development Services
Happy Gingras, VP Academic Affairs/CAO
Angela Mobley, Director, College & Career Readiness

Recording Secretary: Happy Gingras

Agenda Items

- I. Call to order at 10:02 a.m. by Dr. Busch.
- II. Roll call & Verify quorum – Quorum verifies by Dr. Busch
- III. Approval of minutes from last meeting - Vanessa Tripp made a motion to accept the minutes, Erica Caracoglia seconded the motion. Motion unanimously passed.
- IV. New business
 - I. Data Report – Erica Caracoglia –
 - I. Current headcount 893/FTE is 325.61



- II. This counts only CU classes, as CE classes track FTE after, however, our numbers are up significantly – we are almost to pre-covid numbers.
- III. Applications – we are still getting fall applications – each student is contacted to discuss class options. Will close fall applications after all late start classes have started.

II. ESM Plan

- I. Members of this committee need to seek feedback from their areas and add this information into the plan
- II. CCR is going into the community with a digital navigator helping people with basic technology as part of a grant that they have. They are accepting referrals Vanessa Tripp is making referrals at admissions. To receive help, individuals do not have to join the CCR, but it helps our numbers.
 - I. We need to do more to identify this gap and use this resource. Happy to get this information out to faculty.
 - II. Discussed Angela and Tina Farmer (Director, Distance Learning) working together to offer on-campus training services for students and community.
 - III. Open DL lab hours for students starting 2 weeks before classes start and ending 1 week after they start. Collaborate with the Digital Navigator (Billy Jo).
 - IV. Discuss the student FYI Moodle page to ensure that students are getting to have the user experience and that we are providing feedback as necessary.
 - V. Need to look at creating a DL webpage for students. We also need to fix the information about DL that is under the Student Help tab.
 - VI. Create a resource page to be mailed out to students with their admissions letter (mailed and emailed).
 - VII. Set up a meeting between Tina, Billy Jo, Angela, and Happy to discuss and set up trainings. Include in this plan a marketing strategy using social media to increase attendance.



- III. This group discussed that a larger group may need to be involved in these conversations.
- IV. It was suggested that we run focus groups to better understand the needs of both the employees and the students. A tentative timeline of running groups for faculty and staff in the fall and for students in the spring.
- V. Discussion moved to the bookstore and the fact that we need to make sure that we are ordering enough books for the students so that they can start the semester off strong.
- VI. We need to engage our campus community in this conversation, so we will be sending out a question for people to react to. They can remain anonymous or not. The questions will be emailed, and the faculty and staff will either reply or print their answers. Dr. Busch mentioned that Con-Ed will be included in our outreach efforts. The new VP of Con Ed starts soon. The prompt is as follows:
 - I. “Thinking holistically for the students, what roadblocks have you identified that affects student success?”
 - II. Tentative date will be to send this out this week with a return requested by Sept 27.
 - III. Erica Caracoglia will complete this task.
- VII. Happy mentioned her postcard campaign – sending postcards to 240 students who have “stopped out” for the last year. This will be completed within the next two weeks.
- VIII. Kinsey mentioned that they were preparing to kick off the campus drive campaign for the Foundation. In addition, the Foundation awarded \$17,000 to student through over 30 scholarships.
- IX. Upcoming events:
 - I. Carolina Stampede and Chicken Mull Festival (volunteer spots still available)
 - II. Constitution Day on September 17
 - III. University Tour on October 14
 - IV. Mattamuskeet Early college visit of 130 students on September 12



V. Old business

- I. Text Message update – will update the text messages based on the feedback from the outreach, and then bring to this committee for approval before sending it to the President for approval.

VI. Next Meeting – October 9 at 10:00 a.m. in Building 2, Library Conference Room

VII. Adjournment at 11:47 a.m.

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

