

Martin Community College
Enrollment and Success Management Meeting Minutes

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

**Date & Time:
November 13, 2024,
10:00 a.m.**

Attendees:

Vanessa Tripp, Director, Admissions, Counseling & Student Support

Erica Caracoglia, Associate Vice President, IE/IR & Accreditation Liaison

Dr. Brian Busch, VP, Student Development Services

Angela Mobley, Director, College & Career Readiness

Manika Parker, Director, High School Programs

Kinsey Price, Vice President, Institutional Advancement
(arrived after meeting was started)

**Recording
Secretary:** Tina Farmer

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 - Erica Caracoglia made a motion to accept the minutes, Vanessa Tripp seconded the motion. Motion unanimously passed.
- IV. New business
 - I. Data Report – Erica Caracoglia –



- II. Current FTE for Spring 187 which is in line with previous year. More enrollment is expected after the holiday break.
- III. Head count of 508 which is slightly down from last year. Purges are still to come.
- IV. Vanessa made a comment that many students seem unaware that it is time to register. May need to send notice to students.
- V. There was discussion around messaging students. It was noted that Text messages seem to be more impactful than email messages. Vanessa requested that communications direct students to their advisors first, to help meet students' needs more efficiently and to alleviate some of the traffic in her office. Mention was also made by Vanessa that the number of current students who have not yet registered for Spring should be kept as a benchmark for future semesters.
- VI. Erica will craft a message to fall students who have not yet registered. This message will go out via text.
- VII. Course Capacity fill rates – Erica commented on the large number of classes with no students registered.
- VIII. There was discussion about the assignment of advisors, and it was noted that there may be a need to re-evaluate this process.

II. ESM Plan

- I. There was discussion about the ESM Plan. There is a need to holistically evaluate the items in the plan. Maybe not include routine items in the plan but instead focus more on things that will make a difference, new ideas and overarching themes.
- II. Erica proposed that the group buckle down and Dr. Busch commented that the focus should be on the “new and most impactful items”.
- III. Kinsey Price arrived at this point.
- IV. There was discussion about task v/s initiative. Vanessa commented that we may need to narrow down to one thing at a time, pick the most impactful to focus on. The concept of really evaluating the impact of initiatives was stressed.



- V. There was conversation re the campaign to renew FASFA applications for current students. Vanessa has a calendar with all important tasks. Is that a goal for this group? ESM Calendar?? Kinsey is working on a similar calendar for MKT needs. Dr. Busch commented that an ESM calendar would be a great idea. Kinsey agreed with this, adding that MKT needs prior notice to be effective. Several comments were made in support of this idea. Busch & Vanessa will discuss more. Calendar discussion could possibly become a routine part of ESM meetings.
- VI. Kinsey will send out a reminder regarding spring registration email/FB/Instagram.
- VII. Objective 1.1 – Fall to Fall persistence;
 - I. ESM calendar added to 1.1. Erica commented about taking a multipart approach to target non-returning students and their advisors. Need to set goals/percentages that should be completed prior to holiday break.
 - II. Vanessa mentioned that it might be useful to track WHY students didn't register – possibly track this data via spreadsheets.
 - III. There was discussion regarding the student notes in self service. Erica mentioned the need to be cautious as in some cases students may be able to see this information. Dr. Busch noted that there may be more private places to leave notes in Colleague.
 - IV. Vanessa mentioned that advisors could track students in Excel, sending that information in to be compiled later. **"If these things don't work, how will we know why"**. This data can tie into other areas.
 - V. Erica will need an ongoing list of graduates. Busch commented that this shouldn't be a problem, will reach out to the registrar.
 - VI. There is a need for Fall to Fall persistence numbers from years past. Who tracks this? Do we include HS students?
- VIII. Objective 2 – added departments to this objective
 - I. Possibly add expected date of completion



- II. Several objectives were removed as they were more routine items instead of new initiatives.
 - III. There was discussion about new items to add, more global.
 - IV. Vanessa proposed a new objective – Work collaboratively to increase awareness of MCC Programs. Tracking this data is new, will need to establish baseline numbers.
 - V. Discussion turned to CCP students and the need to collect data and analyze patterns of matriculation from CCP to our college/other colleges/employment/other.
 - VI. The idea of an Exit Interview was discussed extensively, with the big question being WHY did they not continue at MCC. Collecting this data could build connections. Kinsey would like an opportunity to present information to students about their potential opportunities.
 - IX. Will pick up with the next objective at the next meeting.
 - X. New SharePoint has been created for the committee, you can set a flag for the group to “following” to receive updates.
 - XI. President’s council mentioned the ESM plan.
- V. Old business
- I. Food grants, DHHS Food Lion Grant, Jan 15.
 - II. Email about communications and option in or out. Needs feedback.
 - III. Future meeting dates were discussed.
 - IV. Vanessa updated with information about Trillium. She verified that they do not provide services, they only make connections to providers. However, the school can provide a SPACE for the therapist and student to meet.
- VI. Adjournment at 11:38 a.m.

Respectfully submitted by: Tina Farmer
(Signature of Recording Secretary)

