

Martin Community College
Enrollment and Success Management Committee Meeting Minutes

Location: Building 2, Library Conference Room

Date & Time: March 13, 2025, at 3:00 PM

Attendees: Angela Mobley, Director of College and Career Readiness; Jeremiah Jackson, VP Continuing Education, Workforce Development; Manika Parker, Director, High School Programs; Erica Caracoglia, Associate VP, Institutional Effectiveness and Research/Accreditation Liaison; Brian Busch, VP, Student Development Services; Happy Gingras, VP Academic Affairs/CAO, Vanessa Tripp, Director of Admissions, Counseling, and Student Support Services; Kinsey Price, VP Institutional Advancement

Recording Secretary: Vanessa Tripp

Agenda Items

- I. Call to order: Dr. Busch called the meeting to order at 3:04 AM.
- II. Roll call & Verify quorum: Quorum was verified.
- III. Approval of minutes from last meeting – Erica Caracoglia motioned to approve the minutes and Jeremiah Jackson seconded the motion. Motion approved.
- IV. New business
 - I. Data Report – Erica Caracoglia
 - I. Dashboards were reviewed. The numbers for Spring 2025 are almost final because most Spring 2025 classes have begun. The dashboards for summer and fall will soon be available.
 - II. A newer strategy was highlighted. Erica Caracoglia shares a report of applicants who have not yet registered with the OACSSS and the OACSSS completes outreach to offer support and encourage registration.
 - III. Erica Caracoglia continues to work on dashboards for Continuing Education.
 - II. MyFutureNC Attainment Profiles – Brian Busch



- I. Dr. Busch made everyone aware the new myFuture NC Attainment Profiles are available and encouraged the committee to review.
- III. Next NC Scholarship Advertising – Kinsey Price
 - I. Kinsey Price shared information about the advertising plan for the Next NC Scholarship and its potential impact of increasing the number of FAFSA applications. Next NC Scholarship opportunities will be featured on our website and we will continue advertising via the billboard on the Martin/Washington county line. This billboard highlights the Next NC scholarship along with our nursing career opportunities. In addition, a recent flyer promoting Next NC included a reminder for students to complete a 2025-2026 FAFSA. We will also continue using email, social media, and electronic signage to promote Curriculum registration.
 - IV. Last Day to Pay for Late-Start Classes – Brian Busch
 - I. Dr. Busch made the group aware that the last day to pay for classes that begin after the first day of the semester is not indicated on the calendar. He recommended establishing a set schedule for payment deadlines to ensure better communication with students and consistency of implementation across the campus. More intentional communication should help decrease incidents of deregistration due to nonpayment. The group discussed and decided on a common payment deadline of 2 business days before a class begins. Reminders regarding the deadline to pay are currently sent to students via text. Student Services and Marketing will work together to increase the advertising of payment deadlines. Also, Dr. Busch will review the banner in Self-Service concerning payment and consider adding a statement to indicate the payment deadline of 2 business days before classes start.
 - V. Enrollment and Success Management Planning – Erica Caracoglia
 - I. The group reviewed each activity of the ESM plan and discussed progress. Each member with progress data to contribute will add data into the working copy of the ESM plan before the next meeting.
 - VI. Board of Trustees Presentation (March) - Brian Busch



- I. Dr. Busch reminded the group of the upcoming presentation scheduled for March 18. The presentation is posted for members to view.

V. New Business

- I. Erica Caracoglia updated the group on recent work regarding Credit for Prior Learning. The goal is to improve our systems and efficiency for processing Credit for Prior Learning and to increase the awareness of advisers and students of the opportunities that may be available for learning previously completed. Efficiently utilizing credit for prior learning opportunities will support credential attainment and minimize obstacles for students.
- II. The group discussed the meeting schedule for upcoming ESM committee meetings. We will continue to meet on second Wednesdays at 10:00 and Dr. Busch will send out meeting dates.

V. Old Business

- I. Erica Caracoglia shared her review of the Trellis Strategies Some College, No Credential survey results. The survey is being sent to 291 students with the goal of gathering information about why they stopped out. This information will help us with future planning.

VI. Next Meeting – April 10, 2025, in the Library Conference Room

VII. Adjournment at 4:05 PM

Respectfully submitted by: Vanessa Tripp

