

Administrative Council Zoom Enrollment Meeting Agenda
July 29, 2020
9:30-11:30am

Members Present: Vice President Dimkova, Vice President Gabriel, Dr. Haggray, Dr. Hilbert, Dr. Hill, Dr. Knights, President Kress, Dr. Leidig, Dr. Lynch, Vice President Partridge, Dr. Reaves, Dr. Robertson, Vice President Sachs, Vice President Villagran-Glover

Standing Guests: Ms. Charlotte Calobrisi, Associate Vice President of Human Resources, Ms. Corinne Hurst, Executive Office Manager, Ms. Lindsay Mills, Executive Assistant and Recorder

Enrollment Discussion

The Administrative Council discussed enrollment standings, comparisons and opportunities. Vice President Villagran-Glover and Vice President Partridge provided an overview of the strategies in place to reach and assist applicants as well as current students. President Kress led the team in a proactive approach and outlined the following action plan.

TARGET AUDIENCE:

New Students who are Applied but NOT Registered (ABNR), approximately 16K+students

TARGET ROLL OUT DATE: August 3

1. Eliminate key holds that have no demonstrable impact on student success but are impacting enrollment (note—Kress will write Monday Message around this)
 - a. GPS
 - b. Dual Enrollment (shift from manual removal to a batch removal using 09/30/2002 as last possible birthdate for 2020 HS Seniors)
 - c. Library Holds
 - d. Others as Determined
2. Eliminate Registration Lab requirement, make this optional
3. Leverage financial resources with applied but not registered students
 - a. Use Financial Aid awarded but not applied
 - b. Review to determine any FA backlog
 - c. Apply CARES Act Funding on a per credit hour basis: \$80 per credit hour until funds are exhausted
 - d. Payment plan
4. Realign campus schedules to map to student demand
 - a. Shift synchronous and in person to NOL and/or 50/50 as needed
 - b. Add NOL sections as needed
 - c. Provide accelerated NOL training pre-fall and enhanced training and support throughout fall

Supports in place by August 3

1. Establish outreach teams from across campuses and divisions
 - a. Possibly use RS3s
 - b. Need customer service disposition
 - c. Need approximately 30-40 dedicated individuals
 - d. Will be provided with scripts (see below)
2. Broad communications/outreach campaign
 - a. Scripts for all calls/emails
 - b. Emails to ABNR students about Registration Lab waiver
 - c. Emails to school counselors about Registration Lab waiver
 - d. Phone bank calls to ABNR students to support enrollment
 - e. Change website information
3. Response
 - a. Prep call centers (NOVA and Bb) to respond to inquiries
 - b. Prep virtual advising to respond to inquiries
 - c. Have sample fall schedules available for full and part-time enrollment
 - i. Provide to all advisors
 - ii. Provide on web
 - iii. Email to ABNR students
 - d. Have courses available based on sample schedules to prevent blocks

Possible additional strategies:

- “Drive-in” support week of August 10

The Administrative Council will regroup on August 10 for a follow-up discussion.