

Delta College
Board of Trustees Dinner Meeting
Delta College Downtown Midland Center
Tuesday, October 11, 2022
5:30 pm

Board Present: M. Benecke, R. Emrich, S. Gannon, M. Rowley, M. Thomas, M. Wood

Board Absent: A. Baldwin, D. Middleton, M. Nash

Others Present: L. Bourassa, L. Brown, T. Brown, M. Carter, P. Clark, L. Davis, S. DuFresne, J. Foco, J. Garn, M. Gavin, L. Govitz, S. Gregory, W. Harness, M. Haswell, C. Inabinet, K. Katzer, K. Kiste-Toner, D. McQuiston, K. Nelson, S. Raube, P. Ross McClain, K. Schuler, E. Suniga, A. Ursuy, A. Williams, E. Yaworski, J. Young

Press Present: None

Board Vice Chair, M. Thomas called the meeting to order at 6:00 pm. She turned the meeting over to Mike Gavin, President. M. Gavin welcomed everyone and said that tonight's presentation would showcase the efforts used to increase our retention by 2.4% as well as our enrollment by 2%. He then turned the presentation over to Shelly Raube, Dean of Student Success.

S. Raube began by showing a snapshot of the College's enrollment data. The College has had a collaborate approach in the work that is being done to retain and attract new students to Delta. There are various groups/departments that work together including Strategic Enrollment Meetings, Retention and Recruitment Meetings, Pre-Semester Meetings, Institutional Research and Marketing to name a few.

Lindsey Bourassa, Associate Director of Admission and Dual Enrollment presented the various improvements that have been made to the admissions process. They include a seamless journey with updates to the admissions application as well as changes to the public website to eliminate any barriers to students. They are also utilizing technology through the CRM – Customer Relationship Management system as well as texting options via Cadence. Data cleanup is also preformed as Delta College is a popular application for high school students to use as practice. There has been a focus on targeted communications to students and Delta's admissions representatives are out in the field connecting with potential students. Based on this collaboration the matriculation rate (percentage of students who applied and then registered) from Fall of 2021 to Fall of 2022 increased by 7%.

L. Bourassa talked about dual enrollment and early middle college opportunities. She noted the collaborative approach in serving our K-12 partners. New partnership and programs have been developed as well as addressing accessibility and scheduling needs and enhancing existing programs. There is dedicated support and advising with targeted communications and planning to completion. There is a monthly high school counselor newsletter, numerous parent and student dual enrollment events and a redesign of the website.

L. Bourassa explained the differences between dual enrollment and early middle college. Dual enrollment is taking courses that fulfill high school requirements, earning college credits that transfer to

a university. Early middle college is a dedicated 5-year program of study resulting in completing an associate degree or certificate program. There are 1,184 dual enrolled students, which is an increase of 300 students. They account for 7,845 contact hours and represent 57 different high schools. The majority (45%) of these students are coming from Saginaw County.

Karry Kiste-Toner, Associate Dean of Retention, shared with the Board the increase in Fall to Fall retention from 2021 to 2022. They pulled a list of nearly 1,000 students who attended classes in Fall of 2021 but had not yet registered for Fall of 2022 and sent them targeted messages. Of those nearly 45% had enrolled by count date. The College also partnered with Motimatic a company who seeks out student's social media accounts with very motivated advertising. This effort resulted in getting back 131 students for Fall of 2022.

S. Raube shared some examples of key messaging. Direct mail flyers were sent to 65,000+ households in Saginaw, Bay, Midland, Arenac, Gratiot, Huron, Sanilac and Tuscola counties. A postcard followed 4 weeks later to the same households. Various methods were also used on social media such as Facebook, Instagram and Google.

JD Garn, Associate Dean of the Arts and Letters Division and Melissa Haswell, Associate Dean of the Science and Mathematics Division shared the response to student needs. J. Garn explained the outreach to students who had planned out their schedule but had not yet registered. They also targeted students who were active in their program but not yet registered. There has been a lot of collaborations with the advisors at the Downtown Centers. They also made sure to inform advisors directly with added classes. M. Haswell shared with the Board that 135 classes were added since, July 1 of this year with 2,808 seats and 8,108 available credit hours. After the semester started an additional 44 classes were added with 948 available seats with 2,520 credit hours. The majority of these added classes were online.

There being no further business, the dinner meeting was adjourned at 6:42 pm. Trustees and guests were offered a tour of the Downtown Midland Center.

Talisa Brown, Assistant Board Secretary

Andrea Ursuy, Board Secretary