

NASSAU COMMUNITY COLLEGE  
Garden City, New York 11530

**Academic, Student Affairs & Enrollment Committee Meeting Minutes**

January 11, 2022

The meeting of the Academic, Student Affairs & Enrollment Committee of the Board of Trustees was held on the eleventh floor of the Administrative Tower. The meeting was called to order by Chair Tuman at 6:02 p.m.

Committee Members Present: Donna Tuman, (appointed ad hoc as Chair)  
Kathy Weiss  
Carl Denaud  
Jorge Gardyn (ex-officio).

Committee Members Absent: Linda Green

Also in Attendance: Wanda Jackson, George Siberón  
President Williams, VP's Conzatti, Lausch,  
AVP Follick, Registrar Barkan

Chair Tuman requested a motion to approve the minutes of November 9, 2021. Trustee Weiss moved the motion. Trustee Denaud seconded the motion. Motion carried 3-0.

1. Enrollment Updates

Registrar Barkan presented the Winter Final enrollment comparing December 29, 2021 and December 30, 2020, which reveals a decrease of 3.76% in credits and 4.17% in head count. He reminded all that students are less likely to be approved to enroll at NCC as a Visiting Student since their primary attending college or university offers remote learning. He shared that, while schools are restricting students to attend community colleges during the winter session, trends revealed new Visiting Student enrollment was up 11.82%; however, registered non-degree student enrollment was down 2.70%. Over the past five years, 2020-2016, Winter registration is showing significant gains.

Current enrollment for Spring 2022, when comparing January 7, 2022 and January 5, 2020, reveals a decrease of 18.64% in credits and of 16.74% in head count. Comparing enrollment trends, registration is even for new Visiting Students and down 10.16% in new non-degree students. This year, in an effort to reach 3,800 continuing unregistered students, academic advisement, informational services unit, academic departments, and the Registrar's Office telephoned, texted, and emailed several times a week reminding students to register for the Spring semester. He is pleased to report that this effort has resulted in 1,000 continuing students having registered. Planning for late start classes beginning 2/2/2022 are being offered. Registrar Barkan shared information taken from the College Scheduler program, which students use in advisement to define their schedules. A student-generated poll from the Scheduler breaks down the demand for enrollment by modality, revealing that traditional face-to-face classes are preferred.

As of January 10, 2022, the Spring new student enrollment trend comparing 1/10/2022 and 1/10/2021 shows a 10% increase in registered students. Comparing the same dates for the Spring transfer enrollment trend shows an increase of 15% in registered transfer students. The Spring new total student enrollment trend shows an 11% increase in registered students.

In a follow-up discussion regarding the registration of only 50% of the applications received, Drs. Gardyn and Weiss asked that AVP Follick report next month on the reasons why we are only registering half of the first-year student applications who apply to NCC. VP Conzatti pointed out one contributing reason is that students cannot register for face-to-face classes unless they are fully vaccinated. Looking at the numbers for student demand for modality, there is a large population looking for face-to-face. Students are blocked from

registering for face-to-face classes until they have uploaded their vaccination status. Staff is continually looking at the reasons why we are registering half of the applications received and is trying to remove barriers.

## 2. Marketing Efforts

VP Kerrigan gave an overview of the marketing efforts, as it remains very challenging to recruit and to retain students. Community college enrollments across the country have been declining and we continue in this trend. According to the National Student Clearinghouse Research Center, in November and December 2021, all age groups across diverse demographics have dropped for community colleges, especially in New York. It has been one year since we started our Smart Choice Campaign for Fall 2021. We are constantly marketing the College throughout the year, maximizing all enrollment periods in encouraging prospective students and our current students to register. Based on analysis, new and transfer student enrollment is up year after year, which is promising, as it shows that the marketing is having some impact.

VP Kerrigan would like to conduct another round of Listening Tours with both internal and external stakeholders as part of a creative refresh over the next few months. He shared an overview performance of the wide variety of marketing outlets, such as traditional print media, Cable TV, Digital Google Display (YouTube), Programmatic Display, and Google Search, and paid social media on Facebook/Instagram and Snapchat, being utilized to ensure we are reaching our audiences. Additionally, Key Performance Indicators, collected more through our digital tactics than by traditional means as we lead individuals to our marketing landing page, are shared with Admissions for ongoing follow-up. These digital tactics have allowed us to maintain high awareness that continues to propel success in our conversion-driving campaigns. During November and December 2021, our General Brand Search campaign has been the biggest winner, currently 2X higher than the industry benchmark. The Snapchat Retention campaign, which targets a list of current students who had not yet registered, as provided by the Registrar's office, has shown good performance from 11/1 – 12/30/2021. During this time frame, it generated a total of 1,072 Sign-Ups, which is more than double the overall total for June – October 2021 with a conversation rate of 127.16%, which is 468% higher than the previous period.

## 3. Strategic Plan Update

Dr. Lausch reported on the 2022-2027 Strategic Plan that has four (4) Goals and fourteen (14) Objectives which provide direction relative to the development of the Academic Plan, Strategic Enrollment Management Plan, Facilities Plan, Technology Plan, and Diversity Plan. He highlighted each Goal:

- Goal 1: Equitable Student Opportunities – aligns with the SUNY Access and Engagement elements of the SUNY Strategic Plan.
- Goal 2: Academic Excellence and Student Support – aligns with the SUNY Access, Inquiry, Success and Completion.
- Goal 3: Student Persistence and Post-Completion Success – addresses the challenges of Completion and Inquiry.
- Goal 4: Community, Business, and Industry Partnerships – aligns with the SUNY Engagement element of the SUNY Strategic Plan.

Each of the subsequent plans will need to ensure that they are achieving the goals and relative objectives under those goals in their respective area. Everything planned needs to address those goals and objectives to ensure they are met. These goals align with the Guided Pathways efforts we are using as our strategic priority for the institution to ensure student success. He asked the Board if there is anything that is missing or should be highlighted. A survey will be sent to the campus community shortly for their comments. Dr. Weiss asked

why dual enrollment and reaching out to the local high schools are not mentioned in Goal 4. Drs. Weiss and Tuman also questioned why assessment is not mentioned in the Goals. Departments should be asked, “How do their programs fulfill these goals?”, the responses to which should provide additional information and insight into what is missing in the reports. The inquiry is a way of discerning what is going on behind the scenes and how this information can be accounted for and documented in an outcome’s assessment.

Dr. Williams shared that the (IPC) Institutional Planning Committee has been grappling with critical conversations in regards to assessment. Goal 3 cites post-completion success, and the reality is we do not measure post-completion success at the College; so, if we were to add it into the plan, this means we would have to follow through with measuring it; and, since post-completion success is important, its measurement needs to become part of the plan; and, therefore, we need to determine how to measure it. It was a great conversation that will lead to fostering the support we need for concern not only with access and completion, but for what is happening after our students leave NCC.

Chair Tuman asked if there were any other items for the Committee to consider. There being none, the meeting adjourned at 6:46 p.m.

Respectfully submitted,

*Chester Barkan*  
Registrar

*Adrian Kerrigan*  
VP Institutional Advancement

*Mark Lausch*  
VP Academic Affairs