

**Delta College  
Board of Trustees  
Dinner Meeting  
April 11, 2017  
Delta College Main Campus Room N7**

**Board Present:** A. Buckley, R. Emrich, D. Middleton, M. Morrissey, M. Rowley, E. Selby

**Board Absent:** M. Benecke, K. Lawrence-Webster, M. Nash

**Others Present:** J. Bamberg, R. Battinkoff, Q. Beckman, S. Bishop, V. Bledsoe, L. Brown, T. Brown, R. Curley, R. Curry, J. Goodnow, L. Govitz, S. Harvey, M. Hernandez-Alaniz, S. Jensen, E. Katt, J. Miller, M. Mosqueda, L. Ramseyer, K. Randolph, K. Schuler, S. Schultz, L. Smith, A. Ursuy

**Press Present:** None

Board Vice Chair, D. Middleton called the meeting to order at 6:05 p.m. D. Middleton then turned the meeting over to Russ Curley, Dean of Enrollment Management. R. Curley passed out three handouts to the Board members including the area high school penetration rates for 2015, the Fall 2016 Preliminary Academic Enrollment & Student Profile Report as well as an article, “Knocking at the College Door.”

The Academic Enrollment & Student Profile Report shows break downs for both credit hours generated and headcount. Furthermore, it is broken down by when the students take classes, if they are part-time or full-time, as well as their student type. R. Curley also talked about the area high school penetration rates from 2015. He also gave a brief overview of the different types of students: first time in any college, transfer in – new Delta, transfer – returning, returning, dual enrolled, middle college and guest. He noted how important it is that we retain our current students.

R. Curley went over the SWOT Analysis that he conducted from last summer on enrollment.

- **Strengths** – low cost; strong faculty; diverse curriculum; three regional centers; dual enrollment program; and roll out of guided pathways
- **Weaknesses** – PASS orientation; long waits for academic advising; lack of programs and services at regional centers; low rates of retention and graduation; early transfers; and large part-time student population
- **Opportunities** – expand transfer student enrollment; expansion of adult student recruitment; expansion of incoming transfer students; expansion of regional centers; and well positioned to compete for new freshman and incoming transfers
- **Threats** – 17 years of declining high school enrollments in Michigan (2034); continued restructuring of industrial base; budget challenges at state level; new competition from local university and neighboring community college; and large developmental education population

M. Rowley asked about trying to transition part-time student to full-time status and why that is seen as a weakness. R. Curley noted that research shows that students are not as successful in completing their degree when only attending part-time. It also takes longer to complete their degree delaying their full-time employment. He noted that this is not only a concern with non-traditional student but those

coming directly from high school. This also creates a problem with guided pathways as they are mapped out for full-time students to complete their degree in two years.

R. Curley discussed the increasing competition of our students from area colleges and universities. This is not necessarily “new” competition but higher level competition as we’re now competing for a smaller amount of students with the smaller number of high school graduates.

J. Goodnow noted issues with transferability of credits which increases the likelihood of a student transferring to a university before completing their associate degree. The students don’t want to have to retake classes. There are meetings scheduled in the next month to meet with the faculty from the area universities to discuss this issue.

R. Curley said the goal is to create guided pathways for high demand majors to high demand transfer schools such as Saginaw Valley State University, Central Michigan University, Ferris State University and Michigan State University. Additionally guided pathways would be developed for 3+1 and 2+2 articulation agreements already in place with Northwood University and Davenport University. Finally we will promote during recruitment and the admission process the lost cost, transferability of credits and the transfer process.

R. Curley also highlighted the goals for recruitment with a continued focus on traditional first time students; an additional focus on non-traditional students including those in the prison Pell program; transfers from other colleges; better service to dual enrolled students; and a focus on the community learning centers. On the retention side there are the guided pathways; career pathways; transfer students; new student orientation; intrusive academic advising; a focus on the community learning centers; and a strategic enrollment management structure. The new mandatory face-to-face orientation includes a tour of the campus and academic advising as well as including parents in the process.

There being no further business, the dinner meeting was adjourned at 7:00 p.m.

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Talisa Brown, Assistant Board Secretary

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Andrea Ursuy, Board Secretary