

**MINUTES OF THE RETREAT OF THE
HEARTLAND COMMUNITY COLLEGE BOARD OF TRUSTEES
February 18, 2020**

Members present: Mary Campbell, Gregg Chadwick, Jeff Flessner, Janet Hood, Pat Hardesty, Becky Ropp, Tom Whitt, Nicci Van Dyke

Members absent: none

Others present: Keith Cornille, Rick Pearce, Doug Minter, Kelli Hill, Sarah Diel-Hunt, Tim Bill, Scott Bross, Rachel Cook, Lindsay Eickhorst, Steve Fast, Kim Kelley, Brian Lambert, Amy Pawlik, Andy Uhe, Traci Van Prooyen, Lenore Sobota-The Pantagraph, Laura Mai

Chair Gregg Chadwick called the Regular Meeting of the Board of Trustees of Heartland Community College to order at 6:00pm at Heartland Community College in Normal. The roll call was followed by the Pledge of Allegiance.

ADOPT AGENDA

Chair Chadwick moved Item 6. Health Insurance Update to the Regular Board meeting agenda. **Ms. Janet Hood moved to adopt the agenda as changed. Mr. Pat Hardesty seconded. A voice vote was unanimous. Motion approved.**

PUBLIC COMMENT

There was no public comment.

PRESIDENT'S REPORT

Presidential Task Force on Financial Sustainability Update

Dr. Sarah Diel-Hunt, VP, Enrollment and Student Services, introduced the Strategic Enrollment Management (SEM) Lead Team: Lindsay Eickhorst, Dean, Enrollment Services; Rachel Cook, Director, Advisement and Transfer Coordination; Brian Lambert, Associate Director, Student Recruitment and Admissions; Tim Bill, Executive Director, Marketing and Public Information; Kim Kelley, Dean of Students; and Andy Uhe, Senior Research Analyst.

Dr. Diel-Hunt and members of her team presented a refresher on the framework of the SEM plan. The current focus of the SEM plan is on undergraduate enrollments and the end goal is to advance the pursuit of strategic, data-informed, and intentional strategies and actions to ensure the College meets the ever-changing learning needs of District 540. Each stage of student enrollment (connection, entry, progress and transition) was described. The SEM plan goals were explained:

- Phase 1 Focus/Action Implementation 2020-21
 - #1 increase District 540 high school yield to 28% from 25%
 - #2 increase fall-to-fall persistence, completion/transfer rate to 72% from 69%
- Phase 2 Focus/Action Implementation 2021-22
 - #3. Increase under-represented racial/ethnic enrollment in undergraduate programs to 30%
- Phase 3 Focus/Action Implementation 2022-23

- #4 increase enrollments in applied certificate and degree programs by 10%
- #5 increase enrollments by those age 25+ by 10%

Strategies used and actions taken by Marketing as well as Recruitment and Admissions to turn initial student inquiries into completed applications to HCC were described. Application yield, or the percentage of those who enroll after applying, was explained in terms of personalized and targeted outreach. Efforts focused on improving students' first semester success rates include: establishing student financial security through payment options and planning, helping students articulate and identify barriers and connect to targeted support resources, increasing deployment of success coaching, and continuing utilization of faculty early alerts. Finally, progress to completion for students was described.

Next steps to increase student success involve holistic financial advising, guided pathways advising, enhancing first-year experience programming, and continuing to reduce time and cost of developmental education.

The Trustees were asked to consider the following: What should the College's total district enrollment reach be related to types of enrollment (e.g., personal enrichment, professional development) and percent of population enrolling in any given year or span of years?

ADJOURNMENT

Mr. Pat Hardesty moved to adjourn. Ms. Becky Ropp seconded. Motion was approved with a voice vote.

The meeting was adjourned at 6:01pm.



Gregg Chadwick, Chair



Rebecca L. Ropp, Secretary