

# Monday Message

Feb. 6, 2023



Dear all,

**Now** that our spring 2023 semester is underway, it is time for us to turn our attention to my favorite, never-ending theme and focus ... enrollment (bet you didn't see that coming 😊). The investments and efforts we made and engaged to expand our student prospect reach (marketing and promotions and admissions additional name buys, visitations, etc.) have generated more potential student interest than at any other time in recent history.

As of right **now**, our applications for fall of 2023 show that we have 255 more freshman applicants than we did last year. We have 25 more transfer applicants, nine more international applicants and nearly the same number of recruit-backs (former students returning to college after being away) compared with this time last year. The Advising Center has reached out to over 2,700 high school seniors and invited them to register for fall 2023 classes; and many have already reserved a spot at one of our STAR (Student Advising and Registration) events. This is good news – great news ... and it doesn't stop there. A few recruiting highlights from January and February include:

- Provost Chilson, Dean Maddy, and Adult Learning Coordinator Dovie Willey completed a successful visit to the correctional facility in Pocatello to position LC State to offer educational programs starting next fall. Discussions with the facility in Boise and our current partner facility in Orofino have already occurred. Additionally, 17 juvenile corrections students have enrolled for spring semester.
- As president, I made visits/presentations to high school students at Nezperce and Lapwai high schools.
- The Admissions Office has engaged in follow-up visits with students and counselors in high schools throughout Idaho, eastern and southern Washington, eastern Oregon, and northern Nevada.
- Several Facebook Live events highlighting financial aid, scholarship, and other enrollment information have been scheduled and marketed to prospective students and applicants across the country.
- LC Presents has and continues to serve to connect college faculty to high school classrooms in Idaho Regions 1 and 2. For more information about the range and scope of presentation programming see: [www.lcsc.edu/early-college-programs/lc-presents](http://www.lcsc.edu/early-college-programs/lc-presents).
- CTE administrators have been meeting and coordinating with Lewiston High School to expand offerings and provide more opportunities for students from the region to learn about programs and visit with faculty.
- Native American, Minority, and Veterans' Services Director Bob Sobotta has visited tribal education departments with the Nez Perce, Coeur d'Alene, and Umatilla tribes to ensure they are equipped to provide students with current enrollment and program information.
- Instructional divisions have begun calling future students to reinforce their interest in the college and in specific majors.
- Regular visits to partner community colleges from enrollment staff, deans, and division chairs are serving to promote our relationships with partner institutions in Idaho, Washington, and Oregon.

And so, **now** it is time to fully unleash our staff/faculty interpersonal, person-to-person contact strategy (phone calls, emails, texts, letters, postcards, etc.). **Now** is the time to reach out. These next three months are critical. These months are when students and families will finalize decisions and plans for fall. **Now** is the time for us to double down and connect. To facilitate these efforts, admissions has distributed prospective student contact lists disaggregated by academic programs and majors to chairs. These lists

will **now** be distributed to faculty so they can make contact with prospects who have expressed interest in specific majors. With every faculty dedicating one hour/week for the next three weeks to outreach, we will capitalize on 2,400+ hours of interpersonal recruitment to supplement our ongoing broader efforts. Just an hour a week. Person-by-person, together, we will make the climb.

Cynthia Pemberton, Ed.D.  
President

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## Events

- **Feb. 7 – Tuesday @ Two** – Tuesday @ Two continues via [Teams](#). Be sure to check the Monday Message weekly for schedule updates.
  - **Feb. 9 – Ask & Answer** – **Cancelled** due to changes in President Pemberton’s travel schedule.
  - **Feb. 28 – Student Fee Hearing** – The college will host its annual tuition and fee hearing. This is an opportunity for students to provide feedback on the proposed 2023-24 tuition and mandatory fees at LC State. The hearing will be held at 3 p.m. in SAC 112.
  - **March 1 – Priority Deadline** – The priority deadline for students who intend to apply for federal financial aid and institutional scholarships for fall 2023. This is also the deadline for students to apply for the [Idaho Opportunity Scholarship](#) with the State Board of Education. Students who complete the [FAFSA](#) and [institutional scholarship application](#) will receive priority consideration for federal and other financial assistance.
  - **March 15 – Ask & Answer** – Ask & Answer will be held in the SUB over the noon lunch hour. The first 10 who join the conversation enjoy lunch paid for by the President.
  - **March 23 – Faculty & Staff Recognition** – LC State will hold its annual Faculty & Staff Recognition event on Thursday, March 23, at 2 p.m. at the Williams Conference Center. Please add to your calendars. More details to come.
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## Announcements

- **HR Updates:** Training Tuesdays are back! Here is the schedule for the month of February. Please encourage your staff to attend.
  - Feb. 7, 25 Live, SAC 112, 10 a.m. and 3 p.m.
  - Feb. 14, Excel Refresher, SAC 115, 3 p.m.
  - Feb. 21, Teams Refresher, SAC 115, 11 a.m. and 3 p.m.
  - Feb. 28, Completing Qualtrics Surveys, Zoom, 10 a.m. and 3 p.m.
- **Multifactor Authentication:** LC State will require Multifactor Authentication (MFA) for all employees starting with Office 365 applications beginning Feb. 15. This change is necessary for compliance with federal regulations, including the Gramm-Leach-Bliley Act. Many individuals are already using MFA when logging into certain websites. For example, when logging into a banking website, you may receive a text message to your phone before allowing you access. The IT department has used MFA for the past five months and rolled out MFA to other early adopters in November. You can read about the implementation, timeline, scope, and how to get started by going to [IT's website](#). We are progressively requiring users to use DUO for MFA to access Office applications as we work toward the Feb. 15 deadline. We encourage you to enroll before Feb

15. Please contact the Help Desk at x2231 with questions if you did not receive the email or have any problems enrolling with Duo. If you have any concerns about MFA or Duo, please contact Marty Gang at [mpgang@lcsc.edu](mailto:mpgang@lcsc.edu).

- **Did You Know?** The LC State Communications & Marketing office can help spread the word about the great things going on in your area – whether it be an event, award, new initiative, etc. Submit your story idea or news item at [www.lcsc.edu/story](http://www.lcsc.edu/story). Submissions will often end up being sent to the media as well as listed on the LC State website at [www.lcsc.edu/news](http://www.lcsc.edu/news). Review these pages and then [take this week's quiz](#). If you're one of the first 10 to answer right, you'll win a prize (Swag prize location: Public Information Specialist Office).
- **Song for the Week:** "[The Climb](#)" by Miley Cyrus

