Enrollment Management Committee: Strategic Plan & Process
Enrollment Management Committee

• **Purpose:** Systematically explore data and best practices to enhance institutional practices and policies designed to successfully recruit, retain and aid students in achieving their educational goals.

• **Membership:** Deans of Social Science, English & Humanities, Math, Engineering & Physical Science, Faculty Association Representative, Bursar, Registrar, Directors of Financial Aid, Recruitment & Admissions, Academic Advising, Marketing & PR, Office of Institutional Effectiveness Representative and members at large as needed.
Highlighted Topics Addressed

- Late Enrollment
- Never Attended Policy & Process
- Course Section Numbering
- Peak Enrollment Reporting & Predictions
- Threshold for Dropping for Incomplete Payments
- Analysis of Graduation & Enrollment Trends
- Student Day/Time/Format Preference for Courses
YOUR PEOPLE.
YOUR PROCESSES.
YOUR TECHNOLOGY.
ALIGNED.
Enrollment & Student Services
A Student Perspective

Recruitment & Admissions

Assessment Testing

STUDENT LIFE
- New Student Orientation
- Service Learning
- Campus Events
- Mentoring
- Conduct
- Title IX

CDCLS
- Student Scheduled Childcare
- W.I.C.
- OK Infant Toddler Association
- SMART

Academic Advisement

VETERAN'S SERVICES

GET
- Graduation
- Employment Services
- Transfer Center

Records & Registration

STUDENT SUPPORT SERVICES
- Counseling Services
- Learning Support
- TRIO
- Disability Services

Financial Aid

C.A.R.E. Team

SCHOLARSHIPS

Bursar

GET
Immediate Impacts

- Enhanced individualized automated communication with new students.
- Cross training for student employees.
- Deep research and cross functional dialogue regarding transparency, completion trends, transferability and employability of academic programs leading to curricular changes.
- Three targeted tuition assistance: International Achievers, Momentum and Generations.
- Deactivation of the faculty advisor relationship at point student is inactive for 18 months, making faculty advisor lists more current.
- Further increased reporting and communication structure between academic affairs and student services during each enrollment period, allowing for precise and efficient course availability, accurate enrollment predictions and opportunity for enrollment growth.
Strategic Planning Process

- **September:** Data Review
- **October & November:** Subgroups
- **December:** Plan Approval
- **January – August:** Work on Plan Items & Define Data for Collection
- **June – August:** Prepare Data for Review
Enrollment Management Strategic Plan

- Internal & external analysis to predict and manage future enrollment.
- Information access.
- Student access.
- Processes
- Analyze processes from admissions to the classroom.
- Early outreach/K-12.
- Leveraging waivers, scholarships and financial aid.
- Degree audit functionality.
- Degree transparency and viability.
- Course delivery methods
INTERNAL DATA

- Program Review - "deep dive" into programs being reviewed in year to come;
- Enrollment & Graduation Trends - graduates, transfer graduates, program credit hour production, number of majors currently enrolled in comparison to peer institutions, applicant to enrollee trends;
- OCCC Student - demographics, success, persistence and retention;
- Student Satisfaction Survey (when administered)
- Advisement Services – student visits, satisfaction, success related to advisement, availability and effectiveness of resources for faculty and students.
- Action Plan Reports – update report on progress toward goals for the four subgroup action plans: academic advisement, outreach to underserved populations, waivers, scholarships and financial aid, degree completion.

EXTERNAL DATA

- Job Market - current trends, future predictions, chamber of commerce surveys;
- School System Data - number of students per grade, demographics/trends of who attends college;
- Community Demographics/Trends - ethnicity, education, age, income, marital status;
- GIS - compare our OCCC population attending versus their surrounding community;
- Policies, Laws, Regulatory Environment
- Annual Cross Functional Advising Taskforce
  - Assign faculty advisors at point of admissions.
  - Consistency among faculty and divisions in expectations of communication with advisees.
  - Broader student information access and improved training for faculty advisors.
- Year Round Faculty Advising in Central Office
- Revise Academic Advising Handbook and Website
- Refine Role of Academic Advisor Division Liaison

BIG GOAL

- Expand Targeted Tuition Assistance Program. (Putnam Power, Ruf-NEXT, Falcon Futures and GED Guarantee)
- Partner with OKCPS Community Develop to Host Cooperative Events.
- Partner with Faith-Based and Civic Organizations to Host Events & Marketing in Northeast OKC.
• Coordinated one website for all scholarships, financial aid, community scholarships.

• Aggressively promote and assist with FAFSA completion for new and current students.

• Implementation of academic planning software.

• Graduation Taskforce Recommendations:
  • Biannual review of graduation, transfer and employment trends.
  • Develop reverse transfer electives equivalencies.
  • Automated process to confirm student majors.
Questions?