

**32020**

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COMMUNITY COLLEGE DISTRICT NO. 508  
SEPTEMBER 4, 2013**

# Enrollment: A Team Effort

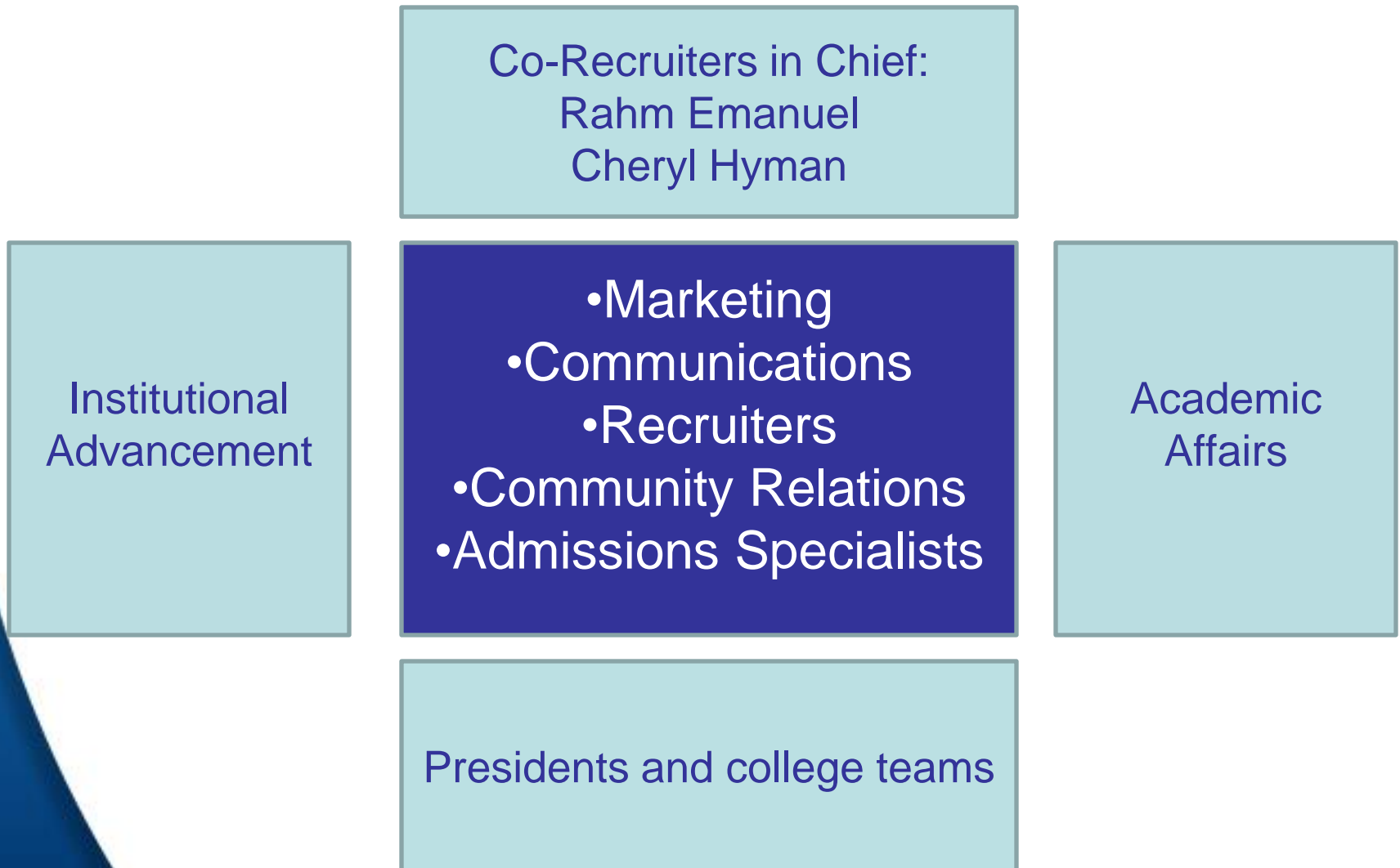
Board of Trustees  
September 4, 2013

September 4, 2013 - Board Presentation

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# How it works

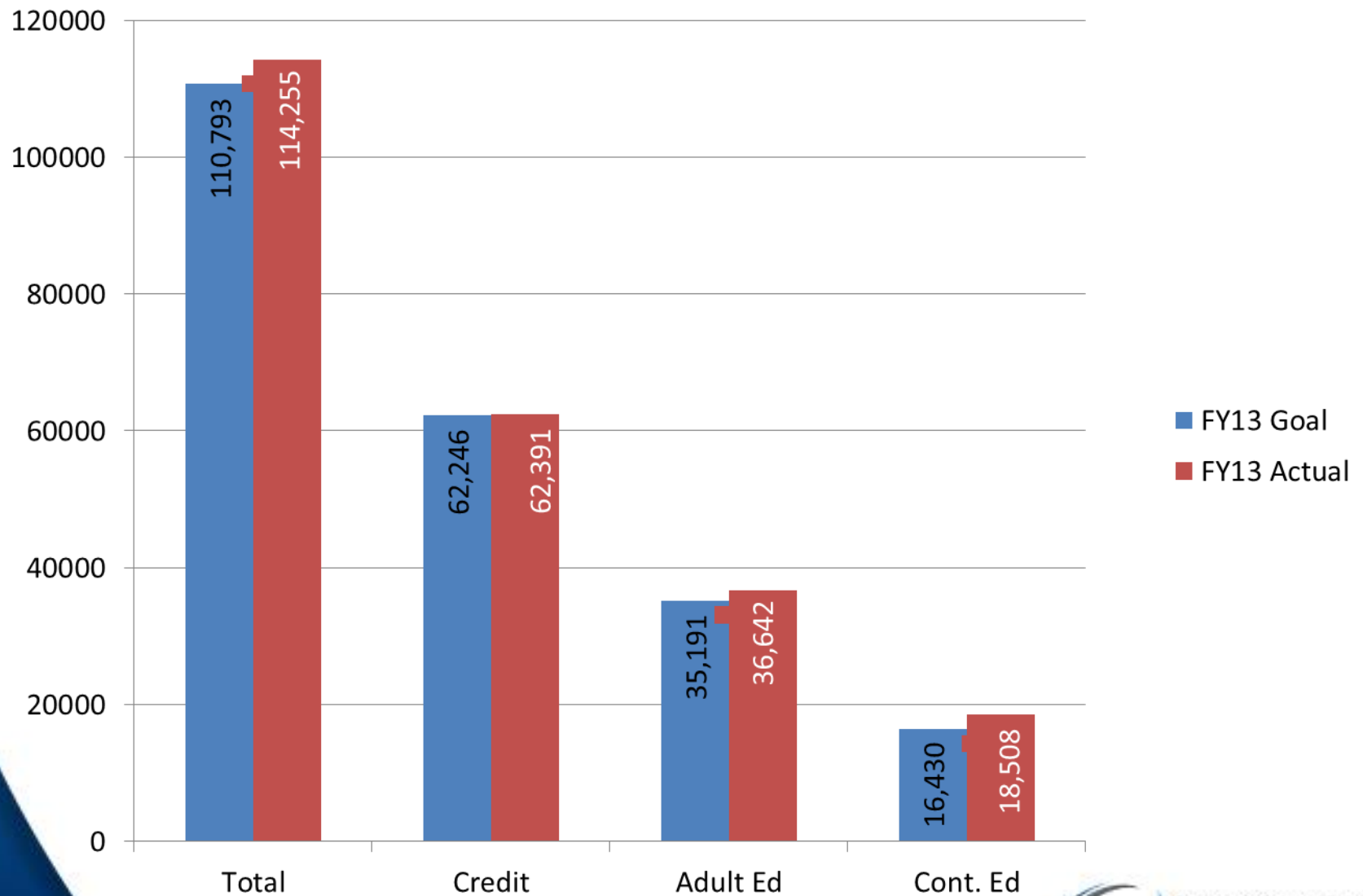


# New Multi-prong Initiatives in FY13

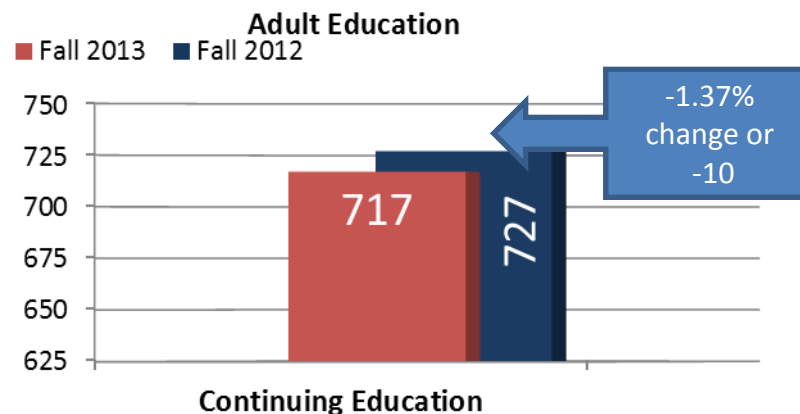
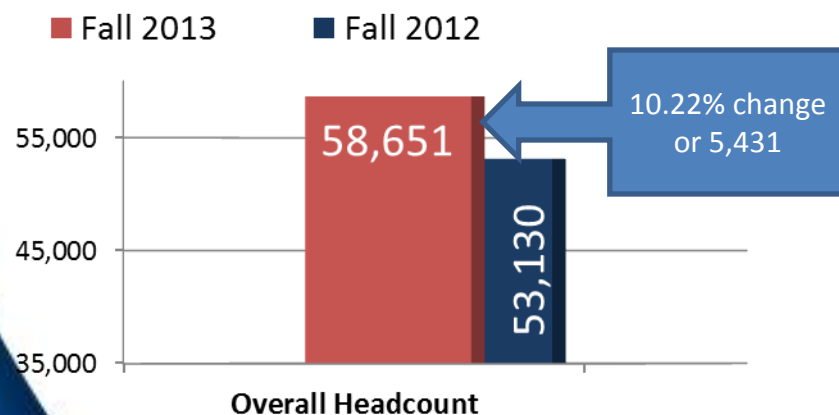
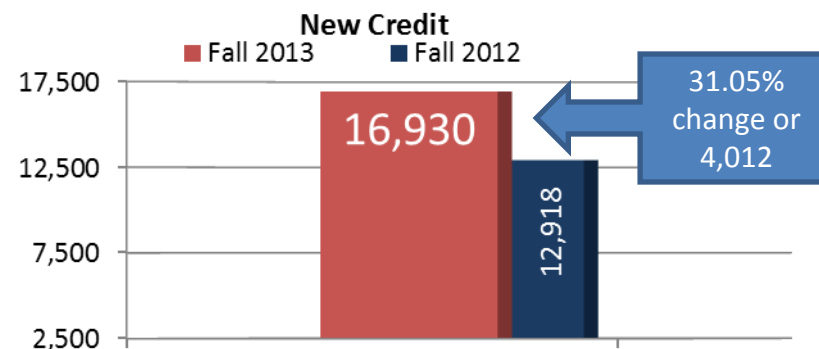
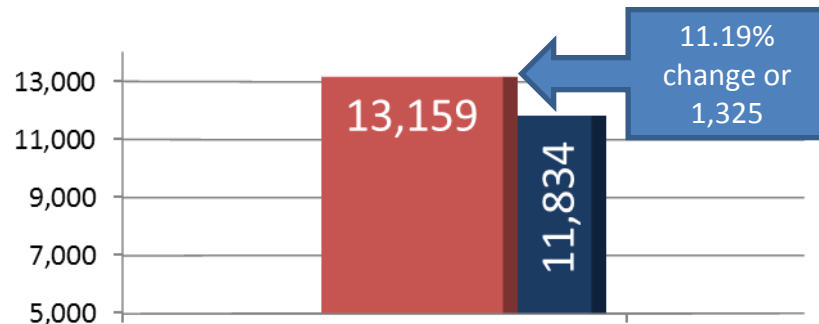
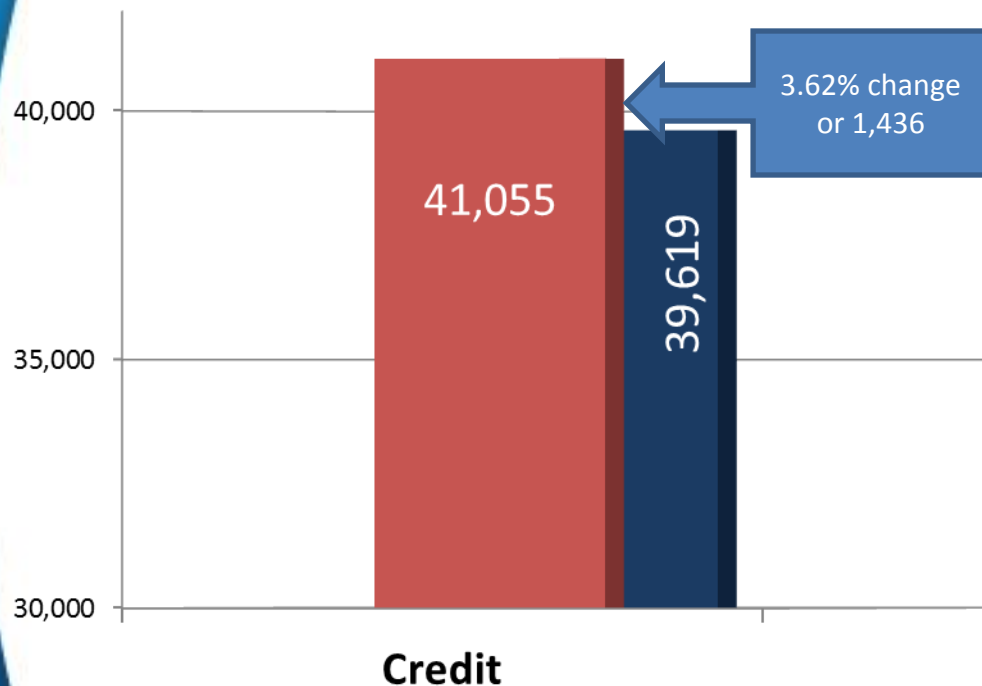
District-wide recruitment function staffed by 14 dedicated recruiters launched	2 admission specialists added to each college	Digital activities added to traditional medium marketing program	Realigned adult education offerings with demand	Closer joint efforts by Academic Affairs and Community Relations to invigorate CBO recruiting efforts	Earned media operations boosted by dedicated social media position	Call Center capability launched
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= Strong Enrollment Growth

# FY13 Enrollment Compared to 5-Year Plan Goals

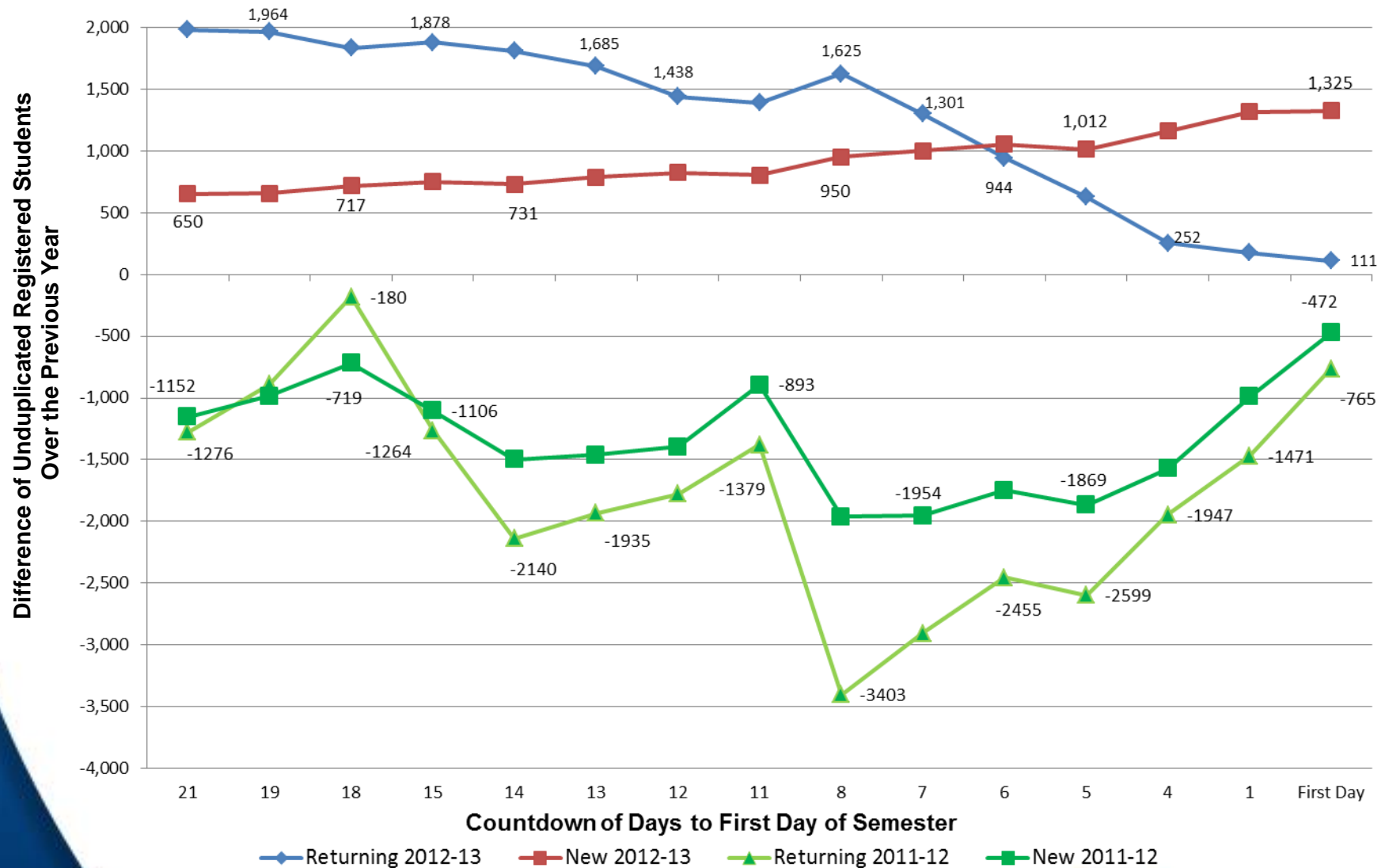


# First Day of Semester—Year Over Year Comparison

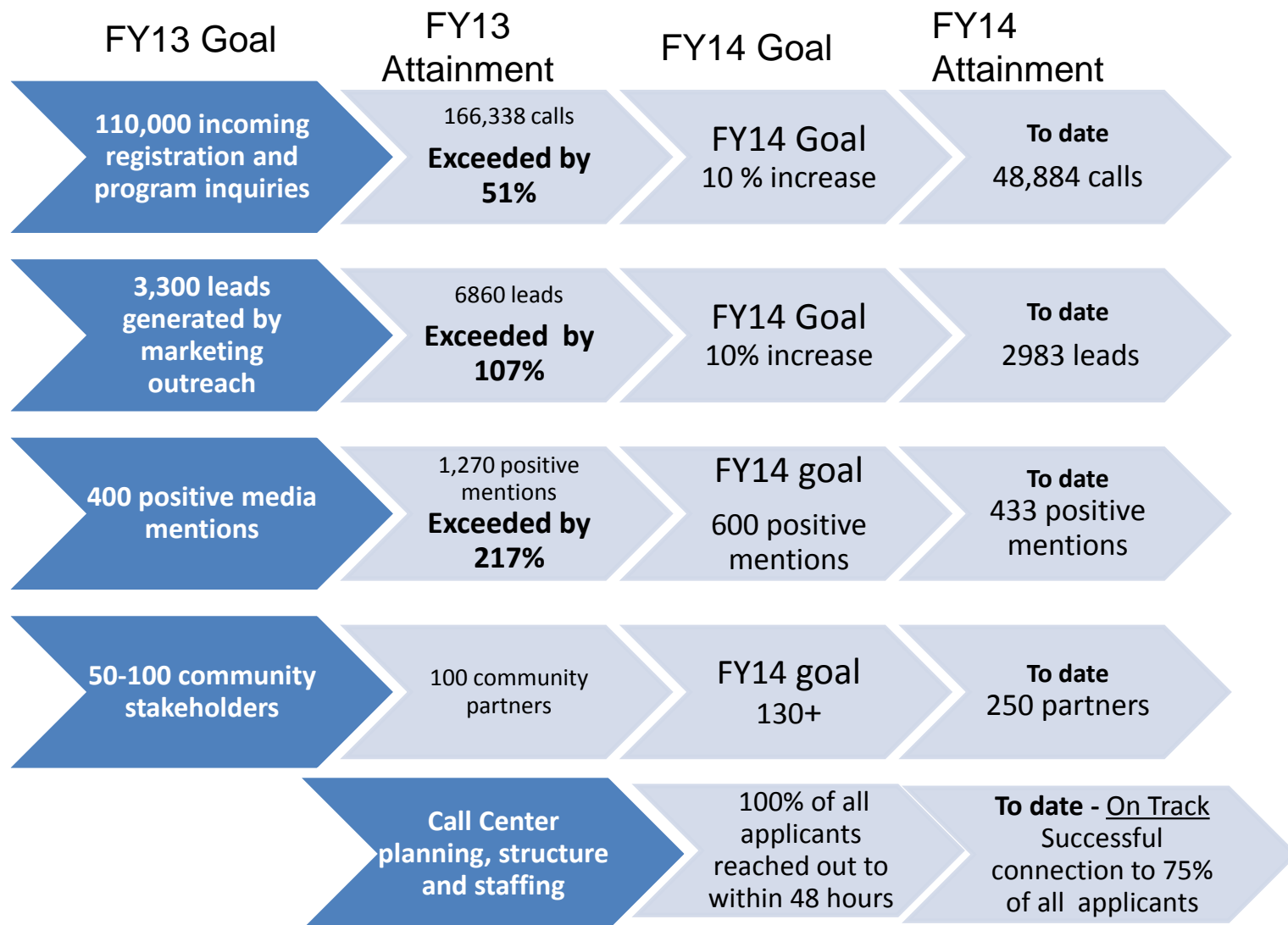


■ Fall 2013 ■ Fall 2012

# Changing student registration patterns







# Key Performance Indicators Related to Enrollment




# Digital platforms capture unique prospect contact information and special interests

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Tell us about yourself\*  
  
I am interested in  
  
Campus\*  
  
By submitting this form, I agree that City Colleges of Chicago and its agents may contact me via email, telephone or text message regarding its programs and offers. Standard text and/or usage rates may apply.  
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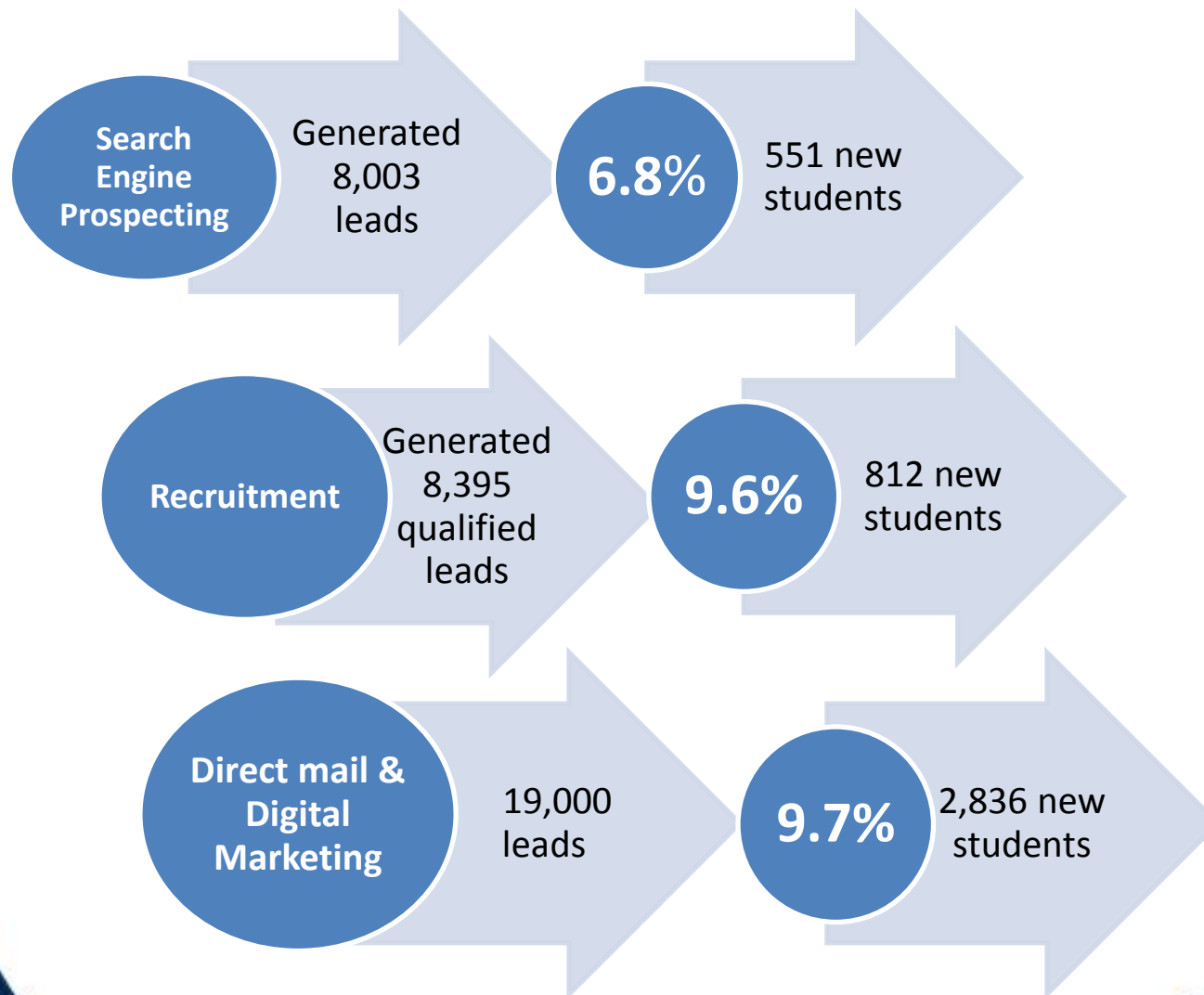
**Tell us about yourself\***  
✓ Select one  
Current CCC student  
Returning CCC student  
New CCC student

**I am interested in**  
✓ College to Careers  
Transfer to a 4-year University  
GED Classes  
English as a Second Language Classes  
By submitting this form, I agree that City Colleges of Chicago and its agents may contact me via email, telephone or text

**Campus\***  
✓ Select one  
Harry S Truman  
Harold Washington  
Kennedy-King  
Malcolm X  
Olive-Harvey  
Richard J. Daley  
Wilbur Wright



# Measuring Yield to Track Progress

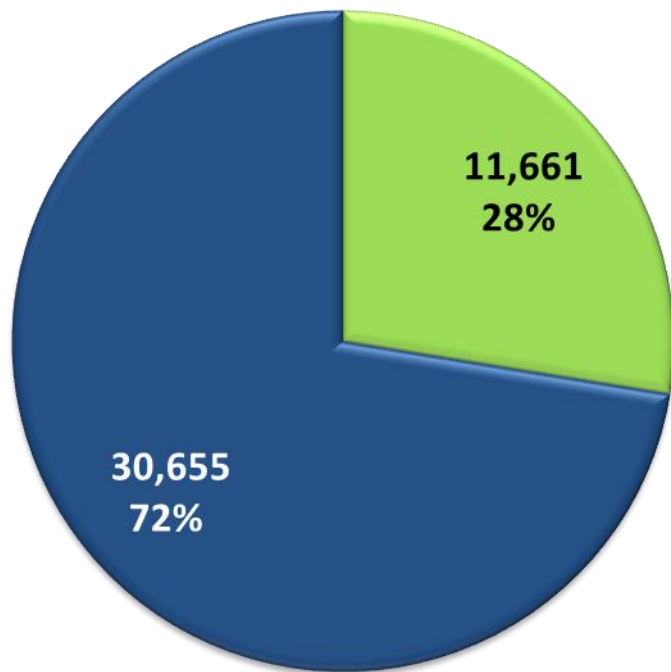


Key Goal:

Improve conversion rates through streamlined, more student-focused onboarding & registration process

# Fall 2013 New vs. Returning Credit Students

**N = 42,316 Fall 2013  
Credit Students**



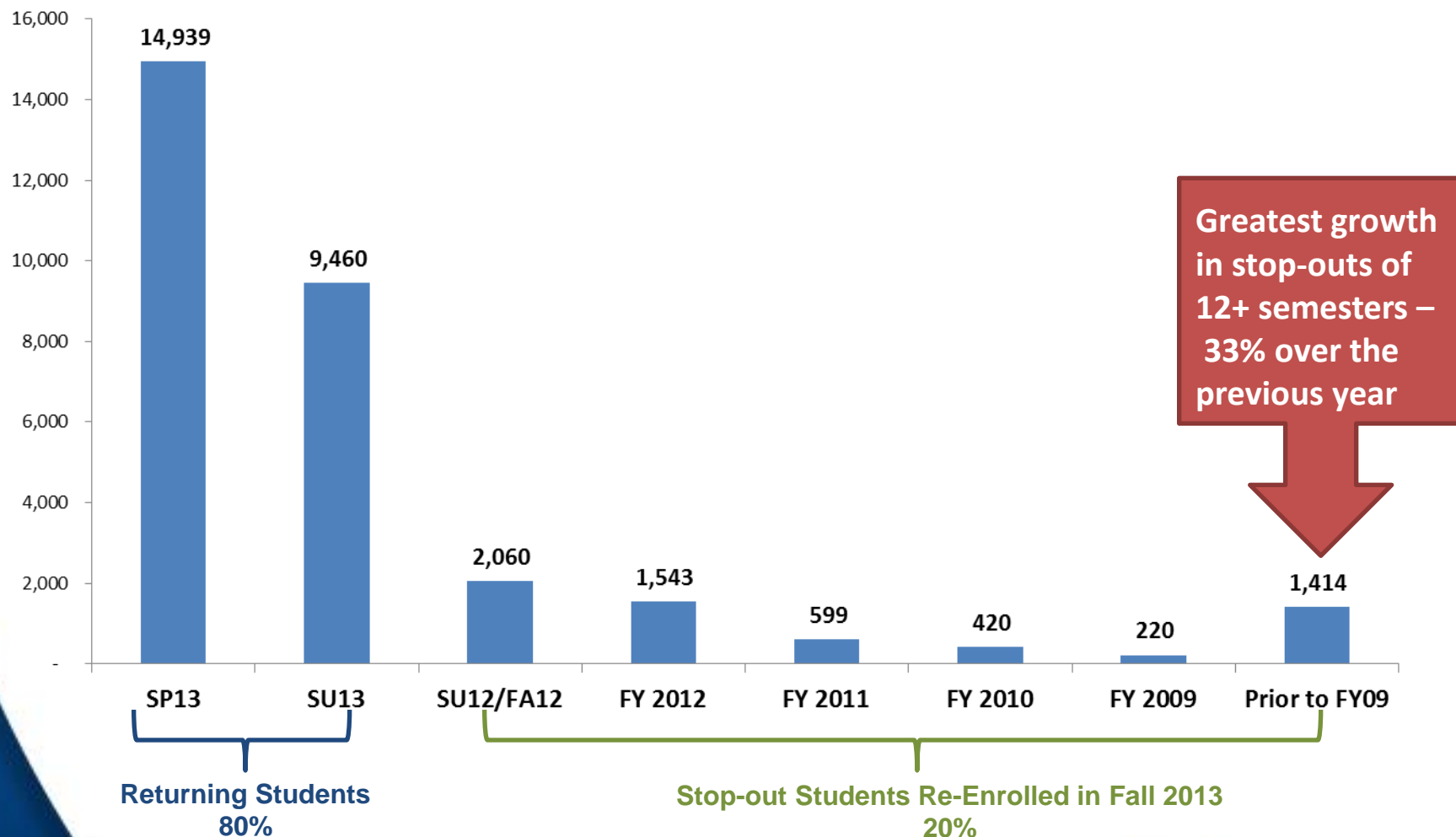
■ New ■ Returning

**Returning students  
up 5% compared  
to  
Fall 2012**

Source: CCC *OpenBook* Fall 2013 enrollment data (as of 8/28/2013);  
PS historical data extracts

# Focus: Term-to-term retention & bringing stop-outs back

## Fall 2013 Returning Credit Students by Last Term of Enrollment



Source: CCC OpenBook Fall 2013 enrollment data (as of 8/28/2013);  
PS historical data extracts

# KEEPING THEM HERE: Key focus for Academic Affairs & Presidents, with assist from Reinvention 7 and OIA...

## Academic Affairs

- Early College
- Admissions
- Orientation
- Registration
- Academic Advising
- Student Engagement

## Office of Institutional Advancement

- Advertising
- e-marketing
- Direct mail
- Earned media
- Social media
- Recruitment
- Community relations

**... to be continued in upcoming Board presentation**



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