Fall 2017 Enrollment Strategy
Board of Trustees
June 6, 2017

Dean Eduardo Garza, Daley College
President David Potash, Wright College
Credit Enrollment Trends and Challenges

- Nationwide, community college enrollment has dropped from 6.3m (2013) to 5.7m (2016) – a 9.3% decrease (AACHE data points)
- Illinois community college enrollment has dropped from 691,536 (2013) to 597,290 (2016) – a 13.6% decrease (IBHE data book)
- City Colleges of Chicago enrollment has dropped from 64,190 (2013) to 51,772 (2016) – a 19.3% decrease (OpenBook)
Chancellor Salgado’s challenge: increase fall enrollment

• What stays the same:
  • Students always come first
  • We are a system
  • We use data

• What changes:
  • Colleges are the focus enrollment with District Office support
  • We work as team - sharing and communicating, good news and bad – titles do not matter
  • We integrate functions

• All ideas are welcome, but
  • Only changes that have impact for Fall 2017 now
  • Everything else to parking lot until longer study
FALL 2017 ENROLLMENT STRATEGY

Project Lead
Dr. Eduardo Garza

Cross-functional core

Teams organized to explore potential solutions to identified opportunities

Ease of Registration/Enrollment
Streamlining registration process

Communications Strategy
Strategy around message delivery *unique to campus

Continuing Studies
Re-engage students

Adult Education to Credit
Transition high-level ESL to credit

Oversee all aspects college-driven, data informed enrollment management

* Core and Sub-Committees will include District and Campus Based Leadership
FALL 2017 ENROLLMENT STRATEGY
College-Enrollment Management Teams

LEADS/CHAIRS

DA  HW  KK  MX  OH  TR  WR

Faculty, Dean of Instruction, Deans of Student Services, AD of Advising, Decision Support, Public Relations, Recruitment, Financial Aid, Early-College, Adult-Education, Admissions

• **Objective 1** - Serve as key drivers of enrollment strategies through adoption of a data-informed approach to identify trends in enrollment and develop aggressive, high-impact enrollment strategies accordingly;
• **Objective 2** - Develop adaptable, rapid response teams across institutional functions that 1.execute a local college strategy, 2.monitor the enrollment funnel and 3.adjust any necessary strategy towards achievement of targets; and
• **Objective 3** - Share successful, high-yield practices across colleges and functional areas.
FALL 2017 ENROLLMENT

The Strategy:

Maximize Potential Population

- Include cross-functional staff at district and campuses to own initiative, work collectively for one goal
- Provide unique timely interventions for special groups:
  - Applied, not enrolled
  - Fully FA packaged, not enrolled
  - Early College seniors, not enrolled
  - High-level Adult Ed learners, not enrolled
  - Orientation attendees, not enrolled
- Partner with 3rd party CBO’s (i.e. GearUp)
- Increase exposure (staff at high schools and students visiting campus)

Minimize Barriers

New Credit Students:
- Streamline credit application - remove unnecessary fields
- Optimize delivery methods dealing with verification holds
- Focus area addressed (C2C)

Continuing Credit Students
- Work-Study Opportunities
- FA interventions (verification strategies)

Stop out Credit Students
- Resolve CCC credential issues (login issues making the readmit process cumbersome; from 2-3 years out)
# FALL 2017 ENROLLMENT STRATEGY

## Percent to Daily Enrollment Target

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<td>% to daily target change over last week</td>
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## Admitted, not registered for Fall

- Admissions yield rate for user-defined period
- Enrolled in FY17, not registered for Fall
- Enrolled in FY17, registered for Fall

## Retention rate for user-defined period

- Fall 2017 Enrollment pool, not registered
- Fall 2017 Enrollment pool, registered
- Combined yield/retention rate for FA17

## Conversion Rates of Special Cohorts (can be regularly updated)

### Combined Admissions & Retention Funnels

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### Overall Enrollment Pool

- Total Fall Enrollment Pool (as of ____) (as of ____) (as of ___)
- Conversion rate for user-defined period

- No Barriers Enrollment Pool (with Financial Aid)
- No barriers & awarded Financial Aid (as of ___)
- Total registered for Fall (as of ___)
- Conversion rate for user-defined period

- No Barriers Enrollment Pool (without Financial Aid)
- No barriers, not awarded Financial Aid (as of ___)
- Total registered for Fall (as of ___)
- Conversion rate for user-defined period

- ADDED Transition Program Eligible, no prior credit enrollment
- Transition eligible, not enrolled Fall 2017 (credit)
- Total registered for Fall
- Conversion rate

### Early College Transitions to Credential-Seeking

- Early College, not enrolled Fall 2017 (as of ___)
- Total registered for Fall (as of ___)
- Conversion rate for user-defined period

### Tested, new, credential-seeking admitted students

- Tested, not enrolled Fall 2017 (as of ___)
- Total registered for Fall (as of ___)
- Conversion rate for user-defined period

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The tool: DASHBOARD

Regularly updated, supported by student-level information, organized into actionable cohorts and groups.