Fall 2017 Enrollment Strategy
Board of Trustees
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President David Potash, Wright College

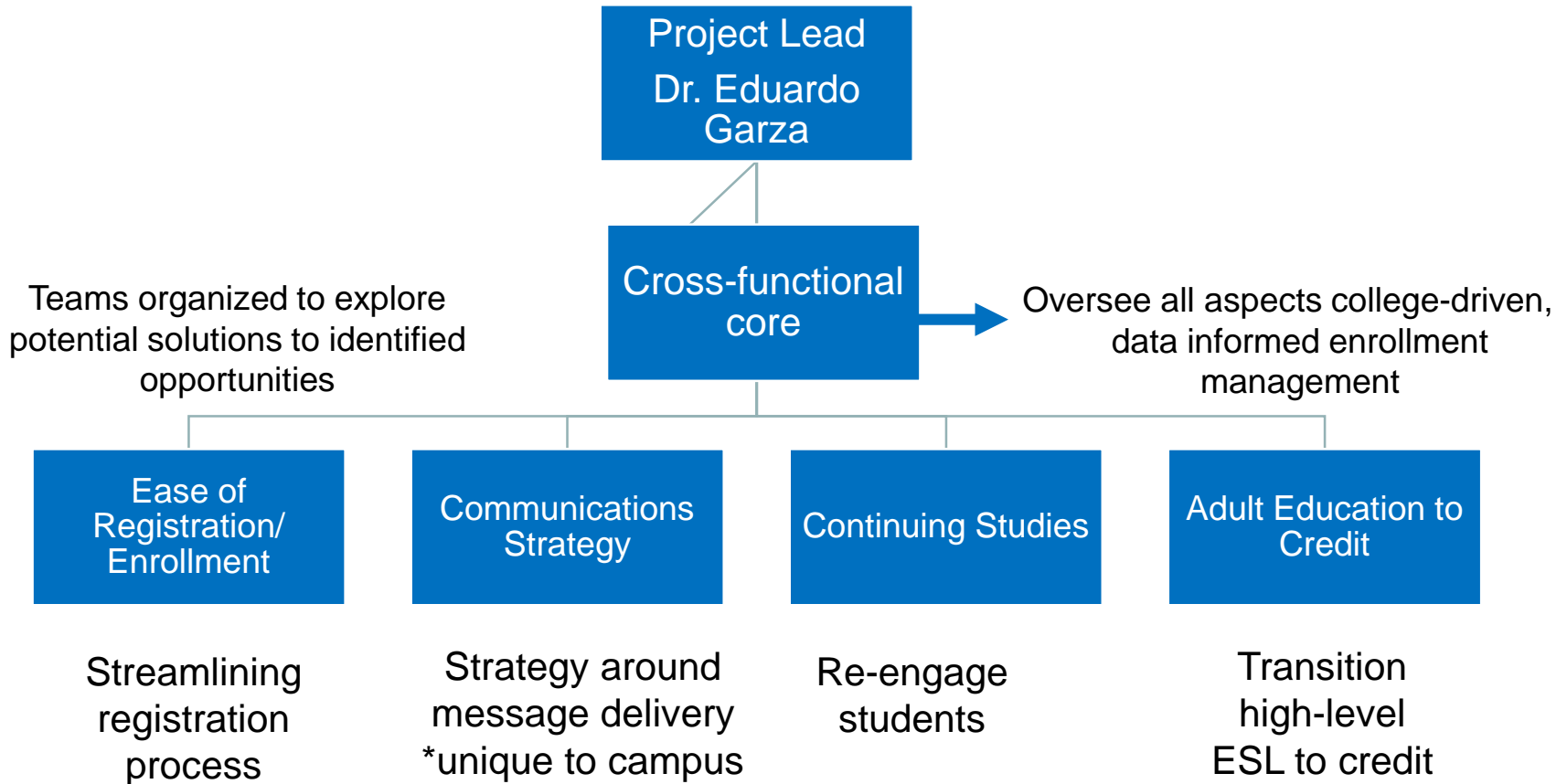**CITY COLLEGES**
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Credit Enrollment Trends and Challenges

- 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)

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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

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FALL 2017 ENROLLMENT STRATEGY

Project Lead
Dr. Eduardo Garza

Cross-functional core

Oversee all aspects college-driven, data informed enrollment management

Teams organized to explore potential solutions to identified opportunities

Ease of Registration/ Enrollment

Communications Strategy

Continuing Studies

Adult Education to Credit

Streamlining registration process

Strategy around message delivery *unique to campus

Re-engage students

Transition high-level ESL to credit

* 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, <u>rapid response</u> 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.

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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								
	CCC	DA	HW	KK	MX	OH	TR	WR
% to daily target								
change over last week								

Admitted, not registered for Fall								
Admitted, 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								
	CCC	DA	HW	KK	MX	OH	TR	WR
Overall Enrollment Pool								
Total Fall Enrollment Pool (as of ____)								
Total registered for Fall (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								
ADED Transition Program Eligible, no prior credit enrollment[1]								
Transition eligible, not enrolled Fall 2017 (credit)								
Total registered for Fall								
Conversion rate								
Early College Transitions to Credential-Seeking[2]								
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								

The tool: DASHBOARD

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

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