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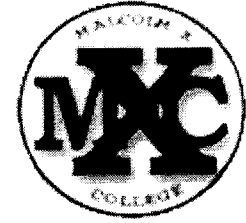
Malcolm X College

One of the City Colleges of Chicago

Enrollment Management



In fall 1999 Malcolm X College began the process of gaining accreditation from the entire college community to achieve continuous enrollment increases.



To this end the Enrollment Services Task-Force was established to develop a strategic recruitment and marketing plan to:

- Increase enrollment
- Retain existing students



The plan demanded we confront formidable challenges

- Changing the way we recruited, enrolled and retained students by:

- ✓ Aggressively recruiting Chicago Public School graduates, who were college bound
- ✓ Creating a top of the mind presence of MXC as the college of first choice
- ✓ Utilizing a combination of recruitment strategies to heighten the college's visibility and appeal



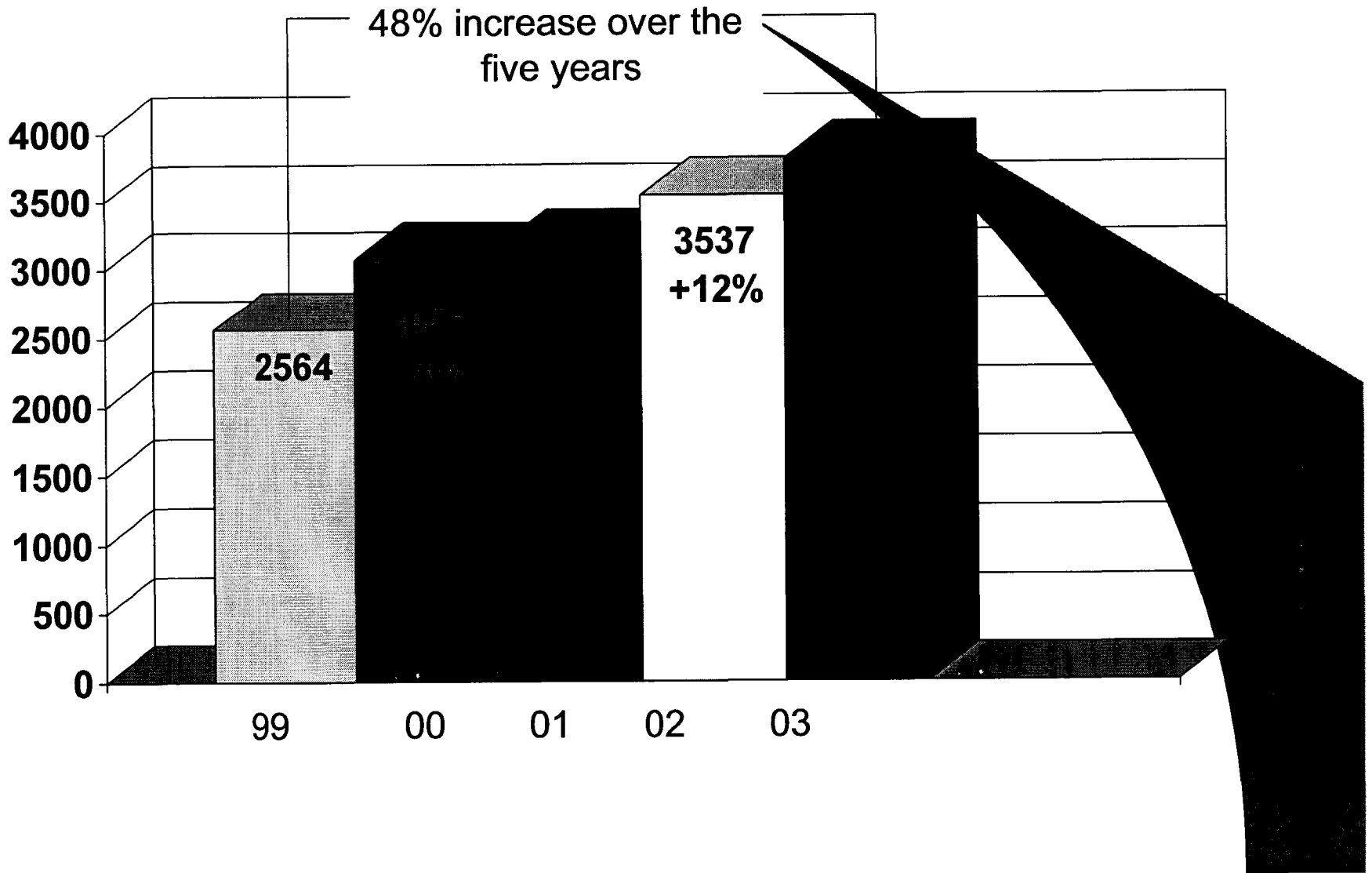
The plan demanded we confront formidable challenges

- Changing the registration culture by
 - ✓ Establishing a level of superior student centered customer service mentality
 - ✓ Establishing the goal to increase enrollment progressively by 5% each semester, while retaining 80% of the current credit student population

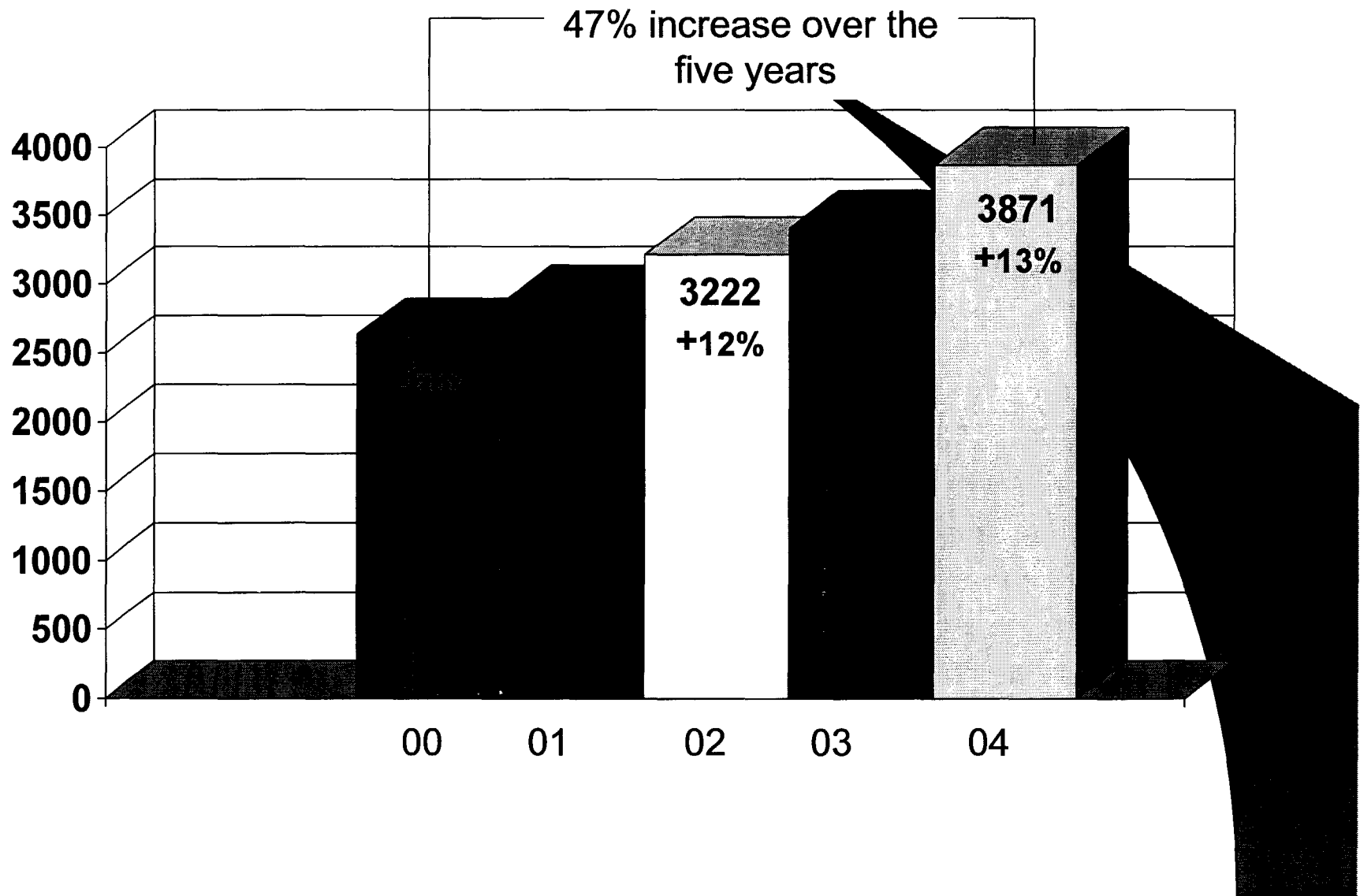


The results shown in the following charts have motivated us to set a new goal - to enroll 5000 students in the credit program.

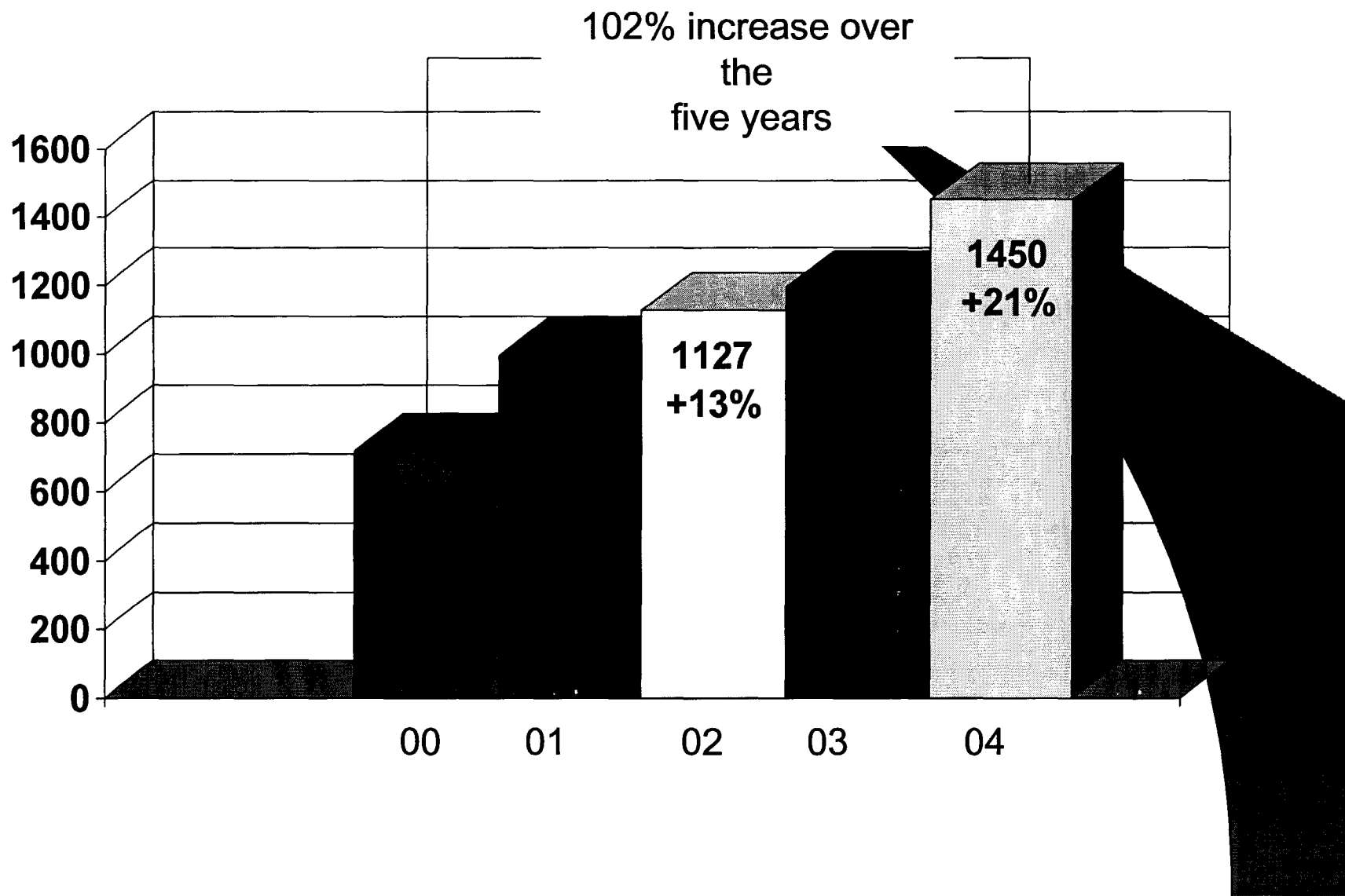
5 Year Fall Semester Enrollment Trend (Headcount)



5 Year Spring Semester Enrollment Trend (Headcount)



5 Year Summer Semester Enrollment Trend (Headcount)





The success Malcolm X College has experienced in managing to increase its enrollment over the past five years is the result of a college wide commitment to the 3 R's process.

- Recruitment
- Registration
- Retention



3 R's - *RECRUITMENT*

- I. Conducted an Enrollment Assessment
- II. Began systematic outreach to secondary populations coming from public, private and alternative high schools; as well as our own adult education students



3 R's - *RECRUITMENT*

- Discovery Day
- Senior Day
- Education Awareness Day
- College Bridge
- College Excel
- Adopt - A - School
- MXC United Center Neighborhood Scholarship
- Principals' Breakfast
- Counselors' Breakfast

3 R's - *RECRUITMENT*



III. Expanded outreach to community and media outlets

- Faith Based Breakfast
- Membership in community based organizations
- Legislators' Breakfast
- Aldermanic visits
- Customized training partnerships
- Radio, Print, Cable Broadcast Media



3 R's - *REGISTRATION*

- I. Changed the culture from silos to inclusion
- II. Expanded shared governance responsibility to include accountability for all constituencies of the college



3 R's - *REGISTRATION*

III. Implemented Enrollment Services Task Force recommendations

- Conducted college wide registration workshops each term
- Offered a guaranteed class schedule
- Institutionalized semester and academic plans



3 R's - *REGISTRATION*

- Offered “early registration” incentives
- Created “repeat customer” climate
- Instituted “cross training” of college personnel
- Reduce late registration dates towards its elimination



3 R's — *RETENTION*

- I. Established a Student Retention Committee
- II. Managed students on academic performance
- III. Emphasized faculty's responsibility to reduce or eliminate "no-shows"



Focus on Marketing:

Malcolm X College appreciates Chancellor Watson's affirmation of the college's marketing and recruitment proposals support our efforts in increasing our enrollment by allocating necessary resources.



Focus on Marketing:

Malcolm X College began to develop a strategic marketing plan in the fall of 1999. The plan consists of traditional and non-traditional strategies:

Traditional

- Advertised on outdoor bill boards, CTA (bus, el, and sub-way), radio broadcast on ethnic radio stations, college web site
- Direct Mail



Focus on Marketing:

Non- traditional

- Literature drop off sites
- Newsworthy stories distribution
- Participation in neighborhood festivals
parades
- Partnerships with radio stations for
scholarship drives
- Cable television programs
- Board membership

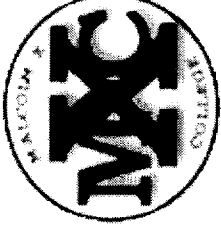


Through the continuous quality assessment process, the enrollment management task force has incorporated the following new initiatives in the registration process.

- Color code registration stations
- Color code transfer cards
- Pre-credit one-stop station
- Self service station/SOARS
- Voter registration and HIV/Aids information



Malcolm X College has planned to replicate the 3 R model to increase enrollment in adult and continuing education.



The goal for Fall 2004 remains to
enroll

50000

credit students at

Malcolm X College! ! !