Malcolm X College
One of the City Colleges of Chicago
Enrollment Management
In fall 1999 Malcolm X College began the process of galvanizing 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 Spring Semester Enrollment Trend (Headcount)

47% increase over the five years

- 2000: 3000
- 2001: 3222 (+12%)
- 2002: 3871 (+13%)
- 2003: 3871
- 2004: 3871
5 Year Summer Semester Enrollment Trend (Headcount)

102% increase over the five years

- 2000: 1127 (+13%)
- 2001: ...
- 2002: ...
- 2003: ...
- 2004: 1450 (+21%)
The success Malcolm X College has experienced in managing to increase its enrollment over the past five years is the result of 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
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 probation

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 to 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 and 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

5000

credit students at

Malcolm X College!!!