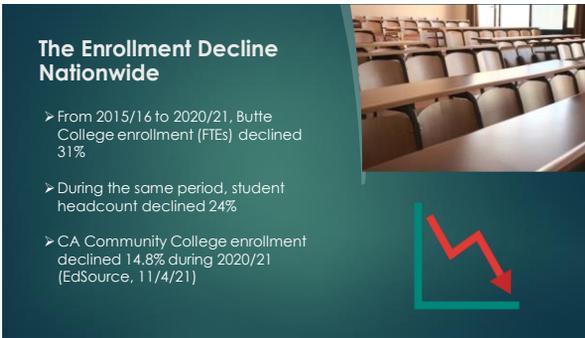




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The Student-Centered Funding Formula vs. The Fiscal Cliff

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Enrollment is a 50/50 split between **Recruitment**



and **Retention**

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1. A Critical Examination of Matriculation

➤ Critically examine the student experience at every stage.



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Key Questions:

1. What is the purpose?
2. What is the student experience?
3. Is it a barrier? Does it cause leakage?
4. Is there opportunity to improve/redesign/rethink?



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The Application

8



Admissions Processing

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Steps to Accessing Funding

- State/Federal Funding
- Scholarships
- Categorical Programs
- Accounts Payable Policies



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Orientation

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Counseling & Advising

12



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2. Intentionality and Diversity in Recruitment

a. What are the various pipelines that contribute to your enrollment?

- High school
- Step outs
- Workforce training/credentialing
- Dual enrollment
- International/ out of state/Athletes
- Others

b. Does your college set specific targets for each group?

c. How are your recruiters organized?

d. Does your college utilize student ambassadors?

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3. Communication & Engagement



How do you organize communication to prospective students?

- Who is contacting the students?
- What does the messaging look like?
- Does your college have a CRM? If not, how is messaging coordinated?
- How is your CRM supported?

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4. Marketing



- Differentiate marketing from public relations/foundation/fundraising
- Raise awareness of academic programs and support services
- A call to action
- How do you market to external and internal audiences?
- Do you have internal capacity or is everything outsourced?
- What does the college's web experience look like? Where is the webmaster located?

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5. Academic Scheduling



- This is the single strongest catalyst or inhibitor to enrollment growth

- What percentage of your schedule is remote, face-to-face, or hybrid?
- Who determines your schedule preference?
- How do you cater to specific enrollment groups?
- What is your policy/practice on class cancellations?
- Do you have early morning, evening, or weekend classes?
- How do other services support the class schedule?

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6. Re-enrollment



- This is the other half of enrollment
- **Reengaging current students for re-enrollment is as critical as recruitment.**
- Do you analyze your re-enrollment rates?
- Does your college have re-enrollment campaigns? Who runs them?
- What tools do you use to deploy re-enrollment campaigns?

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Enrollment growth is a trickle, not a flood



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