29TH ANNUAL SEM
STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE
OPERATIONAL EFFICIENCY
INSTITUTIONAL WELLNESS
STUDENT SUCCESS
Grow Your Enrollment. Develop Your Career.
November 3-6, 2019
Hilton Anatole • Dallas, Texas

How to Increase Enrollment While Improving Student Success In Under a Year

Dr. Kevin Pollock – President
Dr. Celeste Schwartz – Vice President of Information Technology and Chief Digital Officer
Dr. Michelle Brown-Nevers – Executive Director of Enrollment Management
Phil Needles – Vice President of Student Services

Monday – November 4th, 2019 – 3:00 PM to 4:00 PM

The Challenge:

Do something difficult and complicated with no lead time and no additional resources, for which you will be held accountable.

The Acceptance:

Five student success goals.
Nine months to achieve them.

Quick: To The Data

The Data

1. Where did all the students go?

2. Doesn't anyone go full-time anymore? Part-time students disappear.

3. Why don't students use available academic supports?

4. You did not need to drop. You just didn't know.

5. Get out of here already…and take a credential with you.

Goals

INCREASE NEW STUDENT ENROLLMENT BY 5%

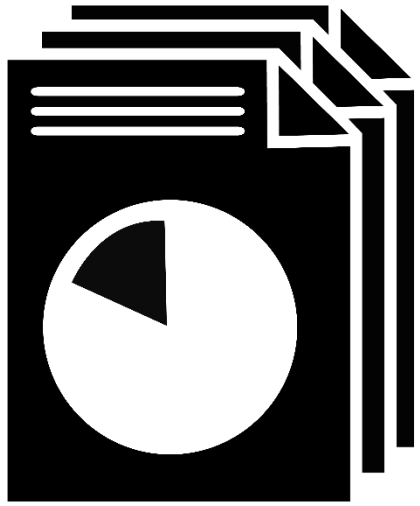
INCREASE PART-TIME STUDENT FALL TO SPRING RETENTION RATE (NEW, DEGREE SEEKING) BY 5%

INCREASE STUDENTS IN STEM COURSES USING 24/7 ONLINE TUTORING BY 100%

REDUCE PERCENTAGE OF COURSE WITHDRAWALS BY 13%

INCREASE GRADUATION RATE OF STUDENTS WITH 45+ CREDITS BY 9%

Method



Data

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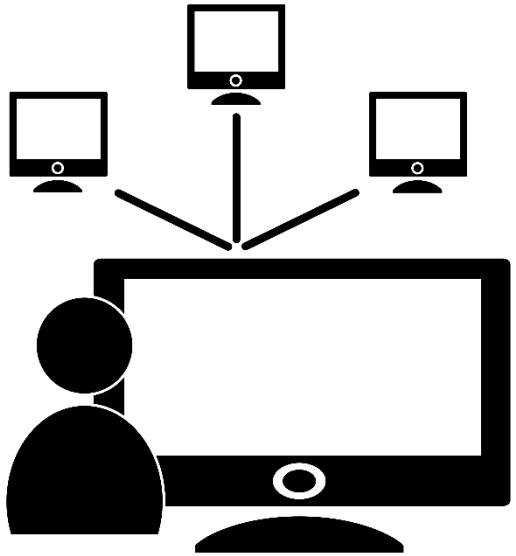

Technology

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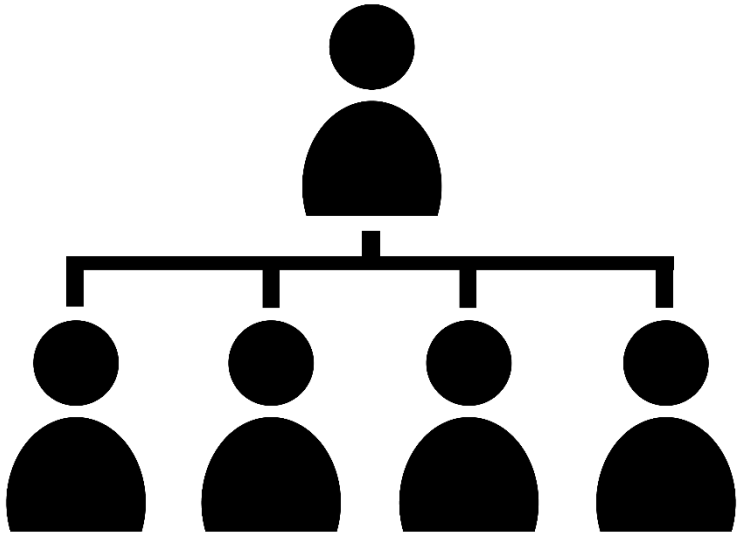
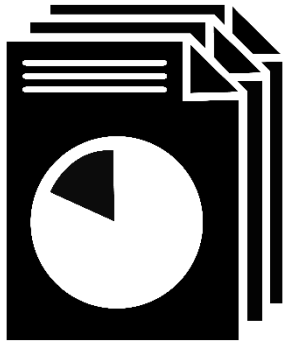
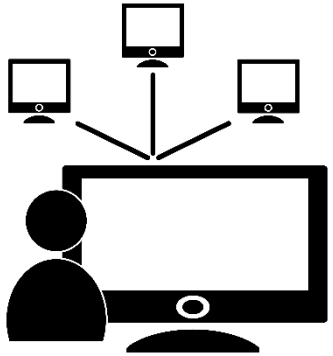


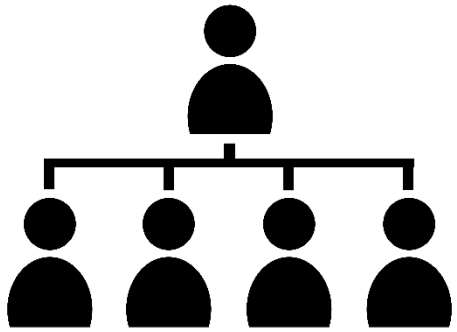
People & Process

Goal: Increase New Student Enrollment 5%

Final: +3.9%		
Summer 2018	Fall 2018	Spring 2019
+2.7% (45 students)	+3.3% (124 students)	+7.1% (95 students)

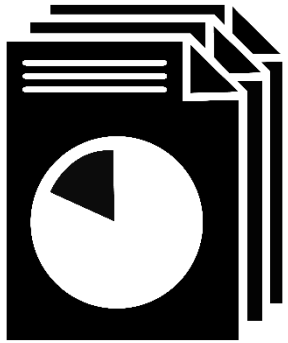


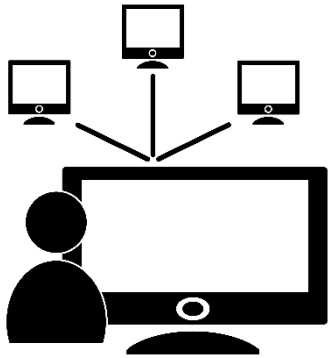


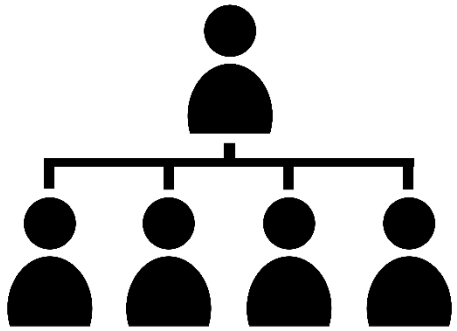


Goal: Increase the Number of Students in STEM Courses Using 24/7 Online Tutoring by 100%

Final: +212%		
	Percent Increase	Increase in Students
Fall 2018 STEM Data	+212%	+467



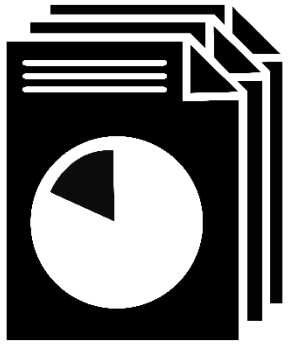


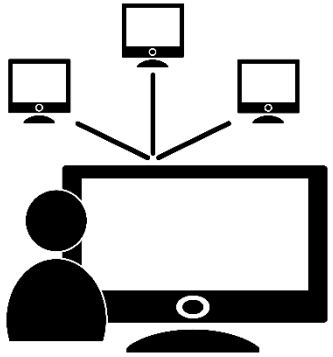


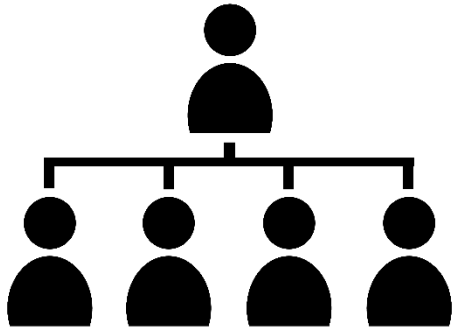
Goal: Increase Part-Time Fall-to-Spring Retention Rate (New, Degree Seeking) by 5%

Final: +1.4%

	Part-Time	Full-Time
Fall 18 to Spring 19	+1.4%	+2.3%



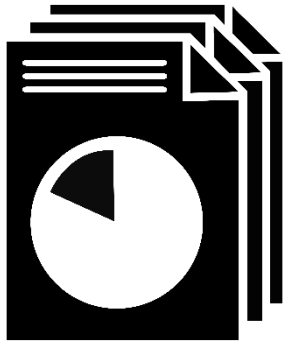


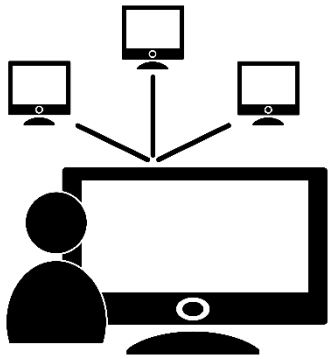


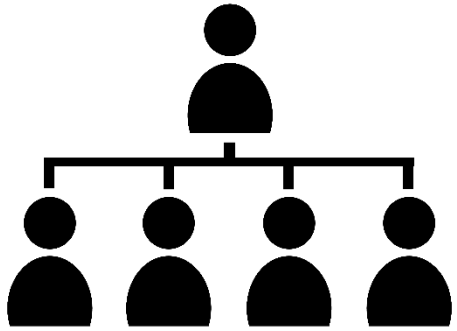
Goal: Decrease the Percentage of Course Withdrawals by 13%

Final: -14%

	Fall Rate	Spring Rate
Course Withdrawal Rates	-18.1%	-11.2%

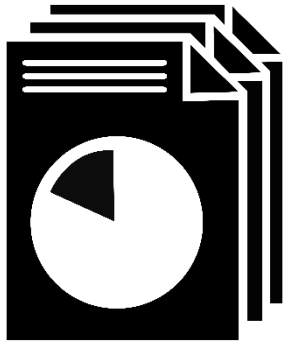


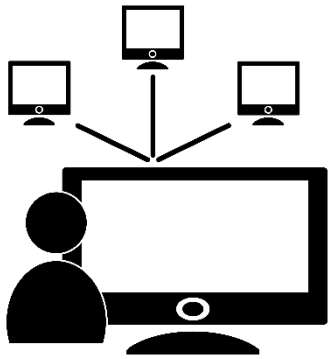


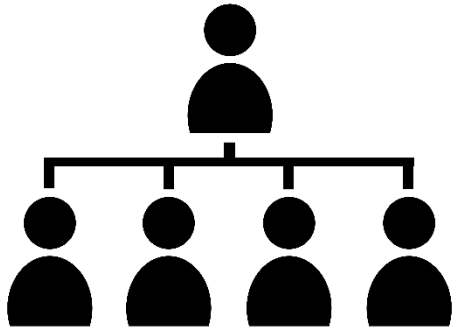


Goal: Increase the Graduation Rate of Students With 45+ Credits by 9%

Final: -0.3%	
	Fall/Spring
Cohort Graduation Rates	33%







Takeaways: Or how I learned to stop worrying and love short-term institutional goals

Data

1. Data need to exist at multiple levels of the organization
2. We want data in some places where we don't have any

Technology

1. Technology can be incredibly impactful – especially when it connects people
2. Technology is needed to meet some of the demand for data

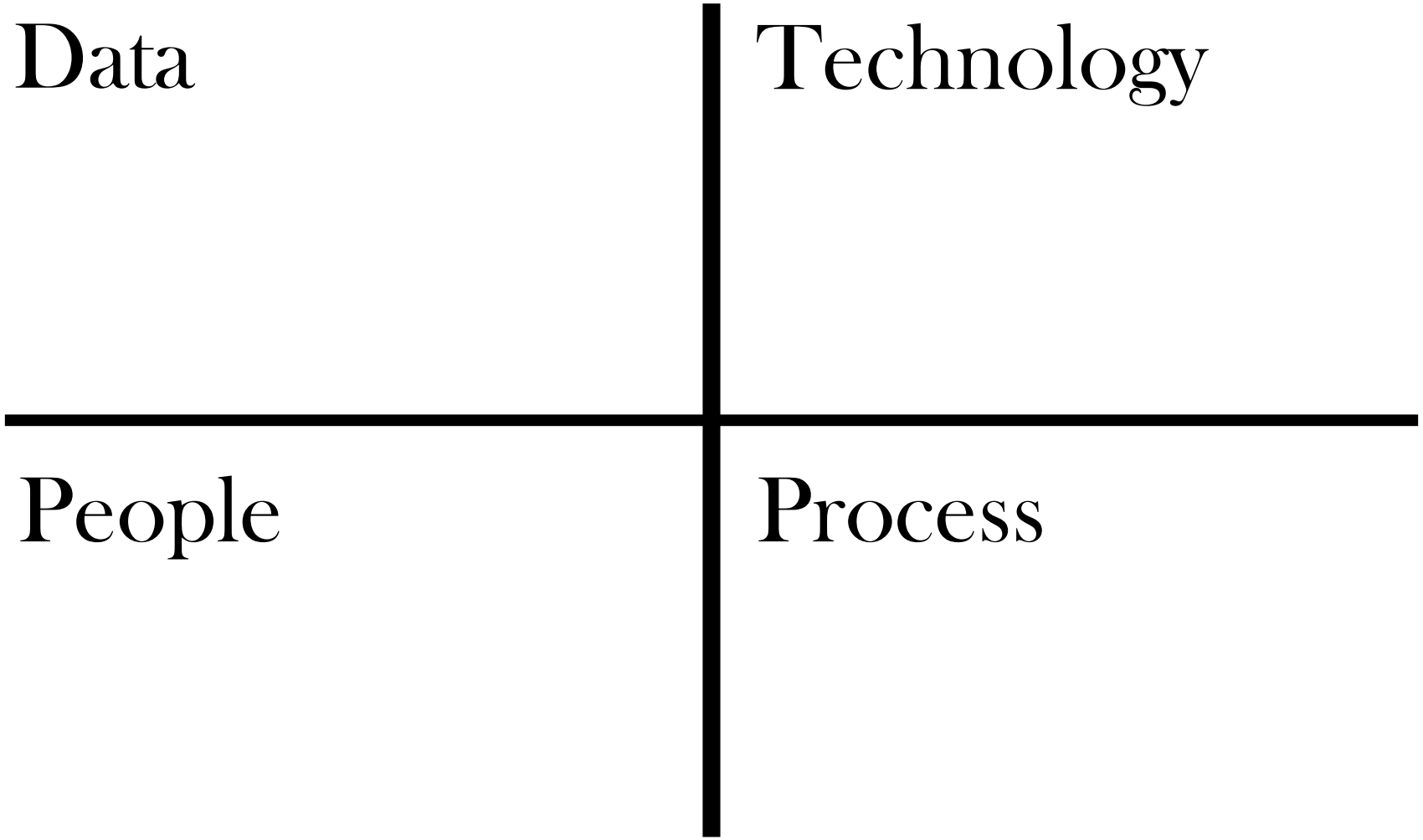
People + Process

1. People need to implement interventions *with fidelity*
2. Let creators create
3. Keep celebrating successes
4. Students are an untapped resource
5. No one and done. These goals need to be future goals/incorporated into future goals.

What have you been doing?

Action Matrix

Goal Definition



Q&A and Follow-Up

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- Dr. Michelle Brown-Nevers mbrownnevers@mc3.edu
- Phil Needles: pneedles@mc3.edu

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