Enrollment Planning
Task Force Update

Maria Coons and Maria Moten
Committee Meeting of the Whole Briefing
April 22, 2015
To develop bold recommendations that can be operationalized, scaled and measured with specific focus on adult and young adult students.
Committee

- Mike Barzacchini, Director - Marketing Services
- Kim Chavis, Dean - Health Careers
- Enrique D’Amico, Assistant Professor - Computer Information Systems
- Julie Ellefson-Kuehn, Professor and Chair - Chemistry
- Maggi Franks, Manager, Fast Track
- Sheryl Otto, Assistant Provost & Dean of Student Development
- Bob Parzy, Director - Student Recruitment and Outreach
- Kathryn Rogalski, Dean - Business and Social Science
- Maria Moten, Assistant Provost & Dean of Enrollment Services
- Maria Coons, Senior Executive to the President & Vice President
PROCESS

- DATA ANALYSIS
- SITUATIONAL ANALYSIS
- STUDENT SATISFACTION INVENTORY
- SUBJECT MATTER EXPERT VISITS
- ENROLLMENT PLANNING THEMES
RECOMMENDATION CATEGORIES

● OPERATIONAL
  ● Enhance work that is currently underway
  ● Provide additional organizational support for enrollment management
  ● Implemented by specific functional areas
  ● May yield more immediate results

● SPECIAL PROJECTS
  ● Require longer timeframes to implement
  ● More costly to implement
  ● Require involvement from cross functional teams
  ● May yield long term results
RECOMMENDATIONS

Themes

Student Experience

Align Employee Skills

Curriculum and Instruction

Guided Pathways

- Redefine the adult student at Harper College as 19+ years of age.
- Define and monitor an adult penetration rate (7.3%)
- Improve processes and services to better address needs with targeted populations
- Enhance onboarding for all new students
  - Offer a first-year course at scale
  - Require orientation for all students
  - Offer high-touch adult services
RECOMMENDATIONS

Themes

- Student Experience
- Align Employee Skills
- Curriculum and Instruction
- Guided Pathways

- Improve information on student pipeline and foster a service culture college-wide
  - Implement an Enterprise Relationship Management System
  - Develop a service philosophy and engage in College-wide training
- Form a permanent enrollment committee as an extension of the Enrollment Task Force
- Appoint a Retention Officer
RECOMMENDATIONS

Themes

- Enhance faculty engagement with students
- Develop formal structure for online learning/programming
- Design a centralized process for Prior Learning Assessment
- Develop new programs of study that align to market needs and review current programs for relevancy
  - Increase the 1.6 classes (credit bearing) in Continuing Education
RECOMMENDATIONS

**Themes**

- **Student Experience**
- **Align Employee Skills**
- **Curriculum and Instruction**
- **Guided Pathways**

**Themes**

- Improve scheduling/registration/pathways to ensure completion
  - Align scheduling to ensure classes in education plan are available
  - Ensure registration process is seamless
  - Shopping cart concept
  - Tie to Title III initiatives currently underway
    - Building Technology and Professional Capacity
Questions?