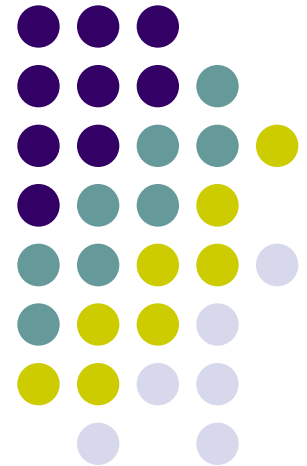


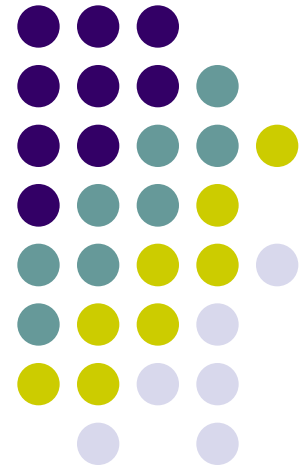
Enrollment Planning Task Force Update

**Maria Coons and Maria Moten
Committee Meeting of the Whole Briefing
April 22, 2015**

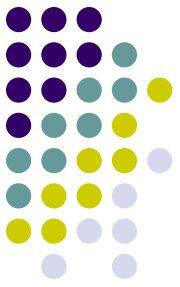


CHARGE

To develop bold recommendations that can be operationalized, scaled and measured with specific focus on adult and young adult students



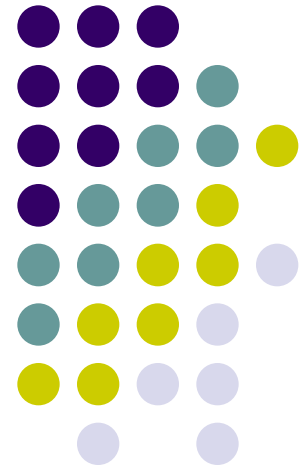
Committee



- 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

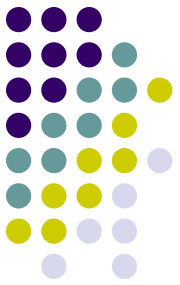


● OPERATIONAL

- 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

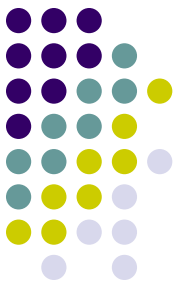
Curriculum and Instruction

Guided Pathways

- Redefine the adult student at Harper College as 19+ years of age.
- Define and monitor an adult penetration rate (7.3%)
$$\frac{21,097}{173,785 + 121,790 - 6,595}$$

(students >19 years of age at Harper)
(Census data of 18-64 year olds in the district + commuters - high school graduates)

288,980
- 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

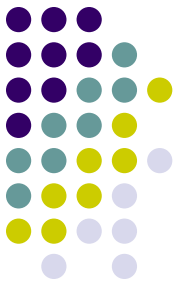
Student Experience

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

Student Experience

Align Employee Skills

Curriculum and Instruction

Guided Pathways

- 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



- 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?

