Spring 2025 Enrollment Update

January 15, 2025

ASPEN PRIZE FOR COMMUNITY COLLEGE EXCELLENCE aspen institute SEMIFINALIST 2025

TOP 20 in the NATION

Harper College

Enrollment Overview: January 15

- Overall FTE/Enrollment: +6.4%
- Overall Headcount: +7.1%
- Tuition Bearing Enrollment: +4.3%
- Non-Tuition Bearing Enrollment: +30%
- New student applications: -22
- New student enrollment: -2.7%
- Retention: +5.3%
- International Student Enrollment: +16%

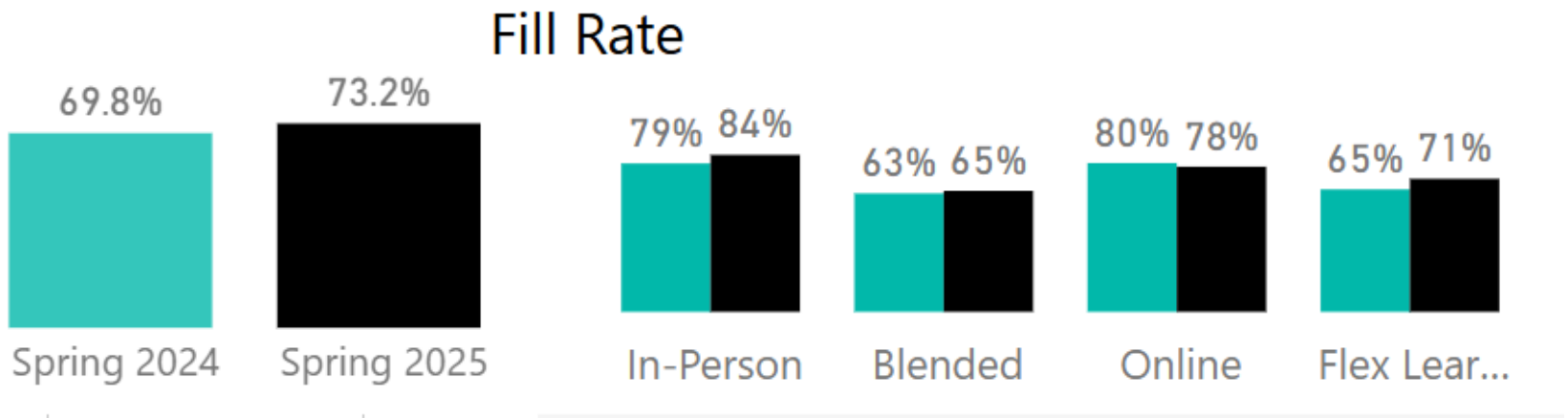
Enrollment Overview: Detailed Breakouts

Market Segment	Spring 2022	Spring 2023	Spring 2024	Spring 2025
	-40.0%	16.7%	19.3%	
New High School Graduate	3.1%	18.3%	-9.6%	15.3%
New Adult	27.8%	9.3%	8.8%	-19.3%
New Transfer	-0.5%	-0.7%	36.3%	-4.7%
Retained	-8.0%	0.7%	4.6%	5.3%
Returning	-13.5%	-13.7%	9.3%	-0.2%
AED	10.7%	192.7%	-10.3%	35.0%
Dual Credit	-7.9%	55.3%	10.0%	5.2%
Concurrent	-35.1%	25.7%	19.0%	12.4%
CPE	-6.9%	-3.8%	-25.9%	-20.6%
Total	**-6.9%**	**6.7%**	**4.2%**	**6.4%**

Enrollment Overview: Divisional Level

	FTE					Headcount				
	Spring 2023	Spring 2024	Spring 2025	FTE +/-	FTE %	Spring 2023	Spring 2024	Spring 2025	HC +/-	HC %
Business and Social Sciences	1,117.9	1,200.0	1,240.2	40.2	3.4%	3,686	3,850	4,003	153	4.0%
Career and Technical Programs	1,203.6	1,171.5	1,384.7	213.1	18.2%	3,169	3,123	3,624	501	16.0%
Dean of Students	33.1	23.5	23.8	0.3	1.4%	178	127	136	9	7.1%
Health Careers	484.7	532.2	601.8	69.6	13.1%	1,129	1,245	1,350	105	8.4%
Liberal Arts	1,420.2	1,499.2	1,506.0	6.8	0.5%	4,453	4,733	4,910	177	3.7%
Mathematics and Science	1,611.7	1,688.5	1,751.2	62.7	3.7%	4,241	4,331	4,455	124	2.9%
Other Programs		2.3	0.2	-2.1	-91.4%		13	2	-11	-84.6%
Overall Total	5,871.2	6,117.3	6,507.8	390.6	6.4%	9,937	10,271	11,004	733	7.1%

Course Fill Rates



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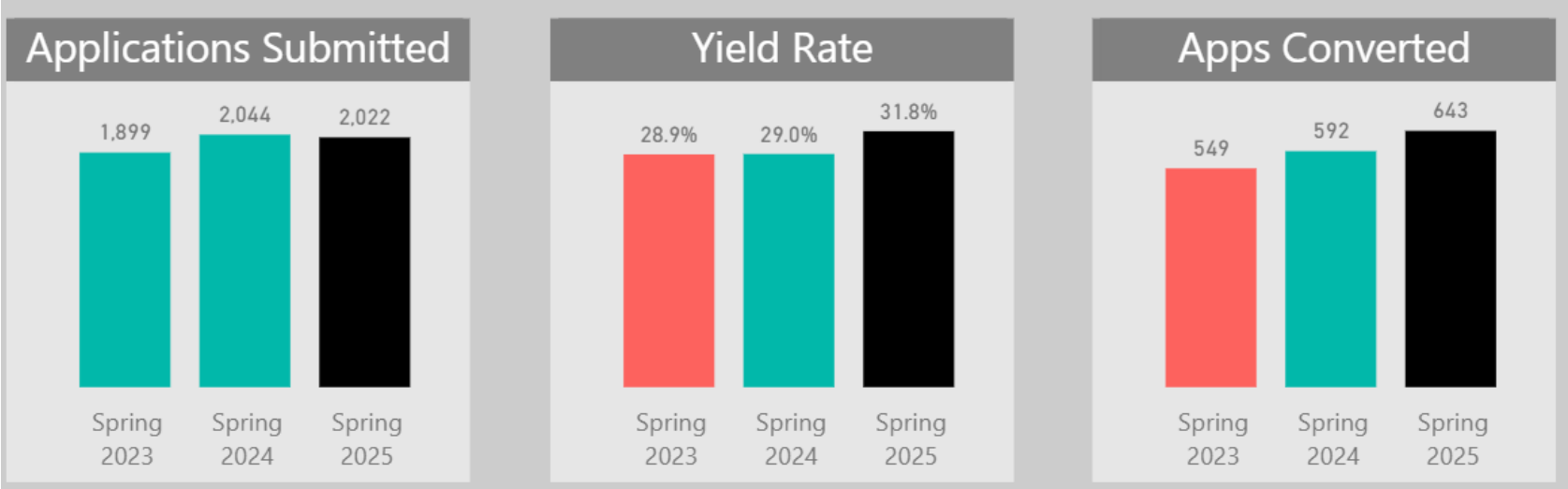
New Student Application Data



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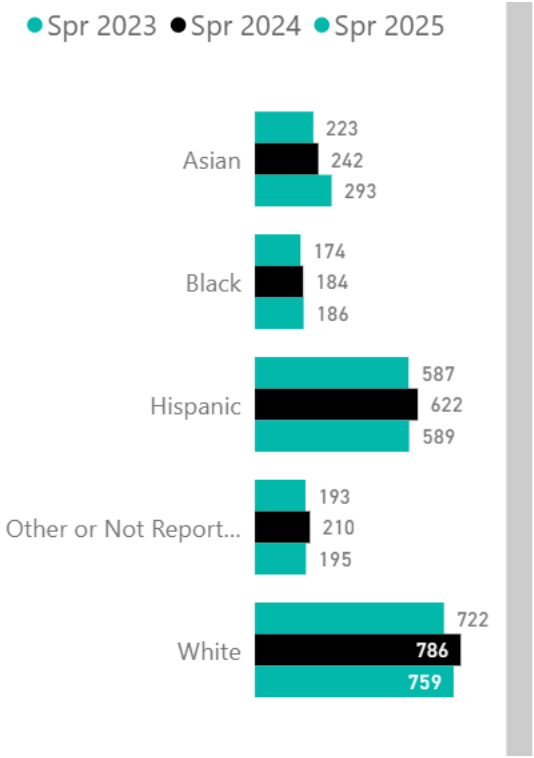

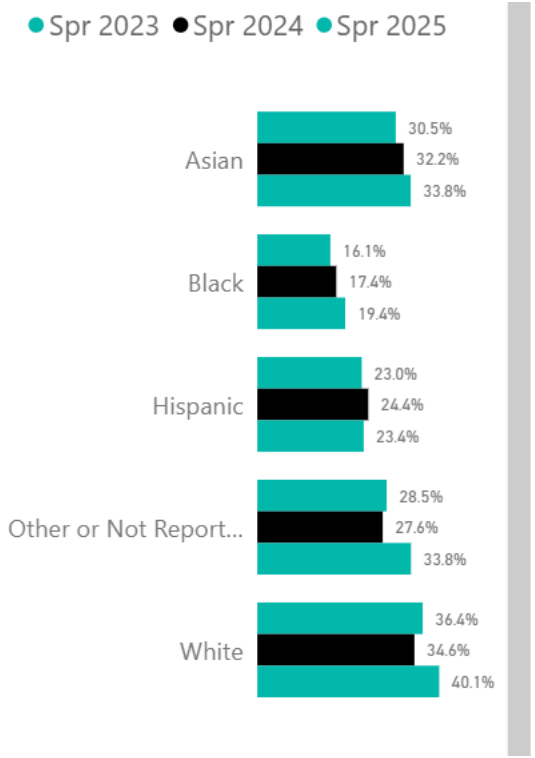

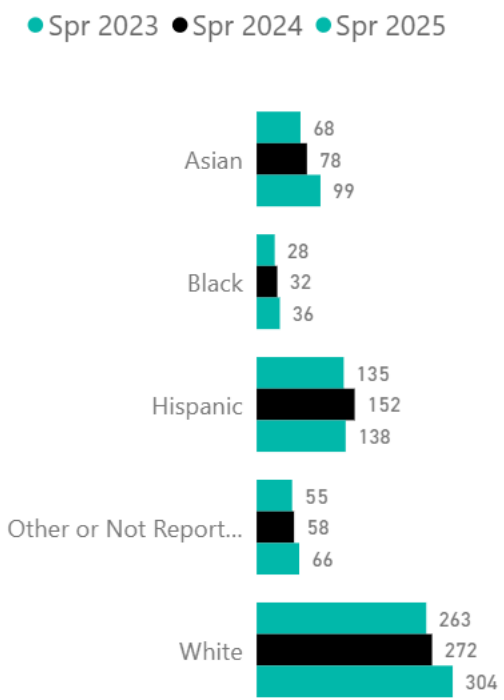

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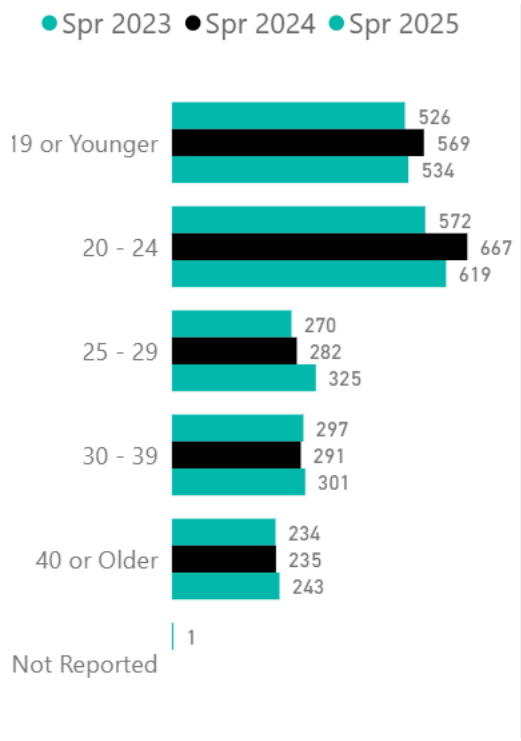

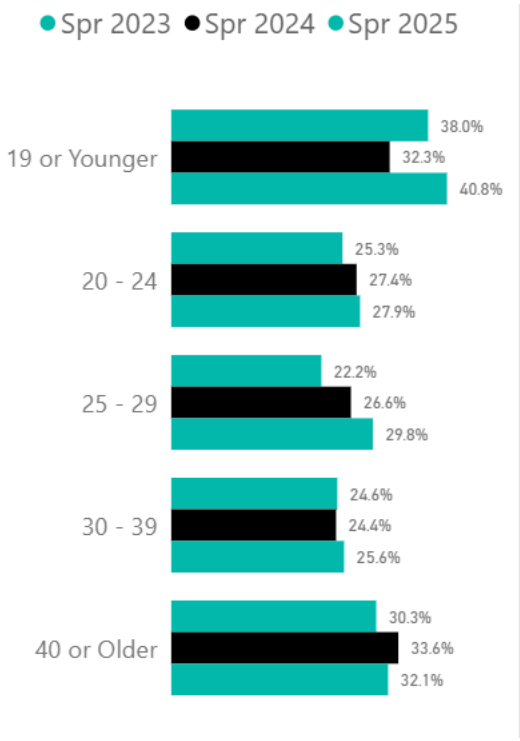

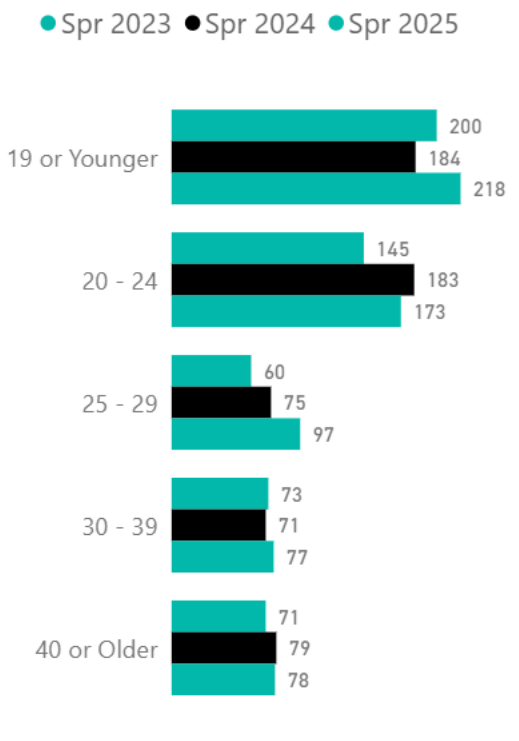

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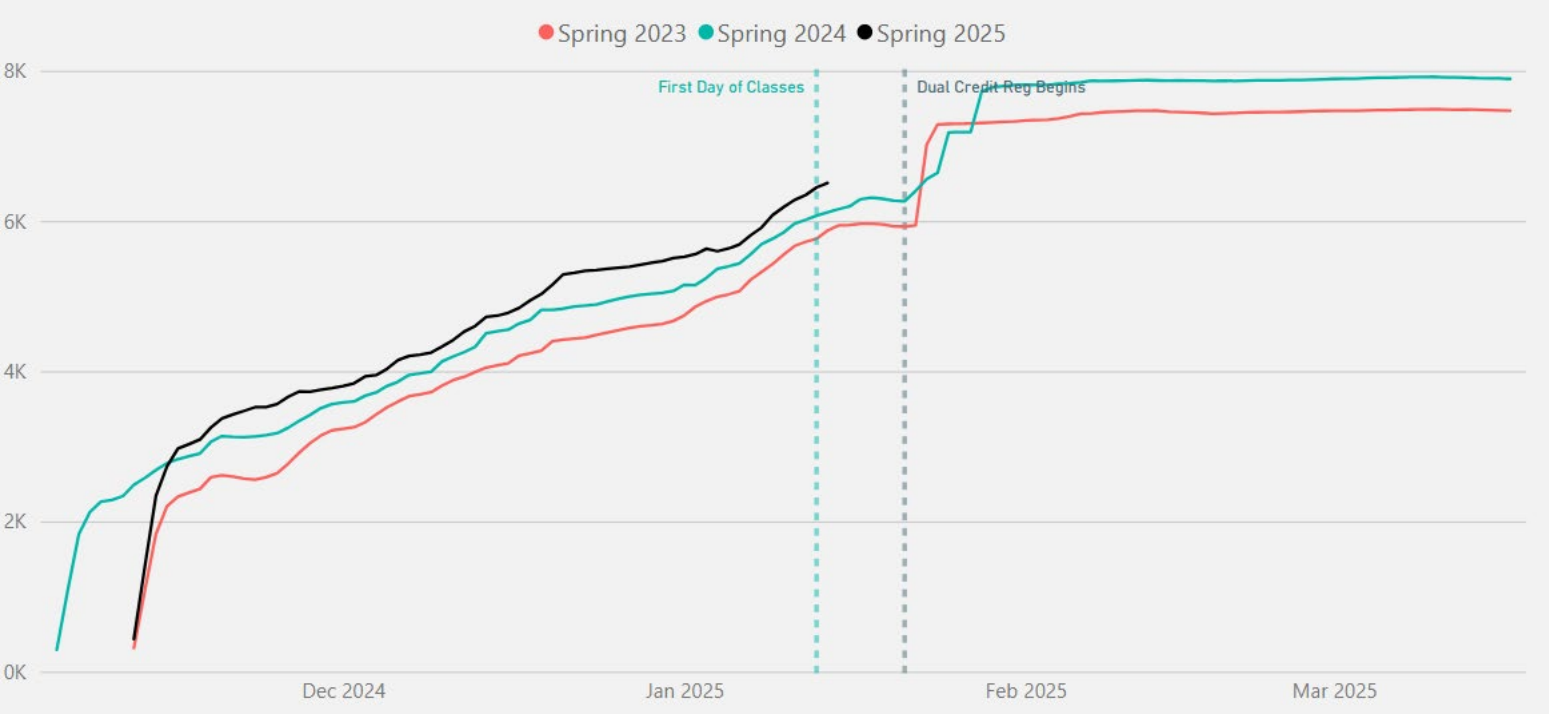
Enrollment Trends



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Enrollment Services Activities

- Motomatic campaign: Stop Out and Applied not enrolled
- Focused calling campaigns - Underrepresented
- Text campaigns – Modern Campus Message
- CRM expansion
- Knowledge database – 24-7 access
- Chatbots
- Mobile application expansion

Enrollment Services Activities

- Area of Interest experience evenings - dual credit students
- Introduction of how-to video and guide for Transitional Math and English students covering the Harper application and enrollment process to be show in their classes by their faculty
- New application review module in Comevo software to supplement our existing process
- Revised automated communication plan through CRM - Certificate seeking, student at large, and Dual Credit
- Personalized video software to engage and convert inquiries

CRM 360 Visibility/Engagement in 2024

- Event Management - Campus events, testing appointments, and information sessions.
  - 15,477 registrations
- Case Management - Streamlines communication and automates staff task assignments.
  - 46,399 cases resolved
- Activity Tracking - Captures interactions between staff and students via phone calls, emails, and in-person.
  - 45,931 activities
- Email Campaigns - Centralize bulk email campaigns and track interactions.
  - 486,983 emails sent
- Chatbots/Live Chat - Answer routine questions, allowing staff members to focus on more complex issues.
  - 16,609 chats with a 54% first point resolution rate
- Knowledge Database - Allows external/internal users to search and read multiple articles on various college
  - 27,333 articles access

- Upcoming Initiatives
  - Replace MS Dynamics with Salesforce to support Business EdVantage and Workforce Solutions - 6/30
  - Improve integrations of existing systems with Salesforce to support registration data.
  - Continue to evaluate systems that we can consolidate into Salesforce.

Motomatic Stop Out Campaign

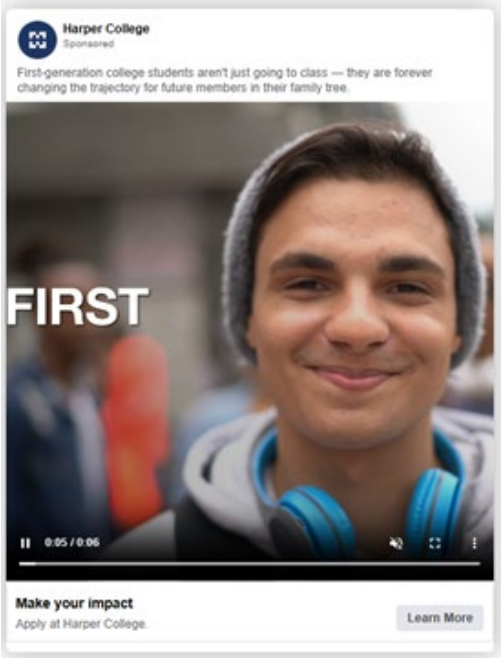
Stop Outs

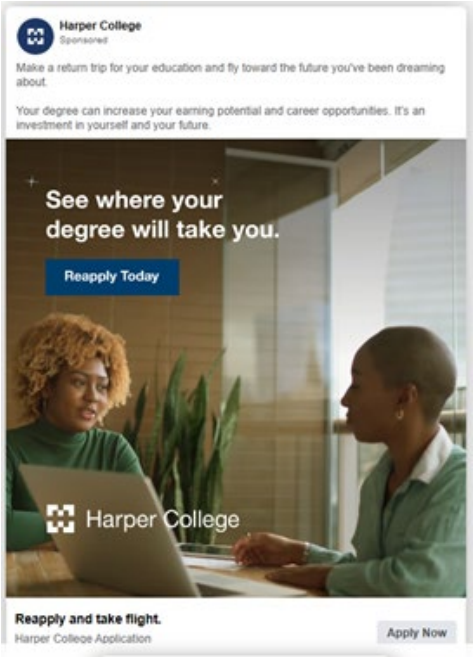
Total	2,291
Spring Reg	46
Reg %	2.0%
Spr 6+ Hours	23
Spr <6 Hours	23
Spring App	29
App %	1.3%
FTE	18.9

App Not Enrl

Total	3,278
Spring Reg	19
Reg %	0.6%
Spr 6+ Hours	13
Spr <6 Hours	6
Spring App	19
App %	0.6%
FTE	7.7

Stop Out Guidepost Examples





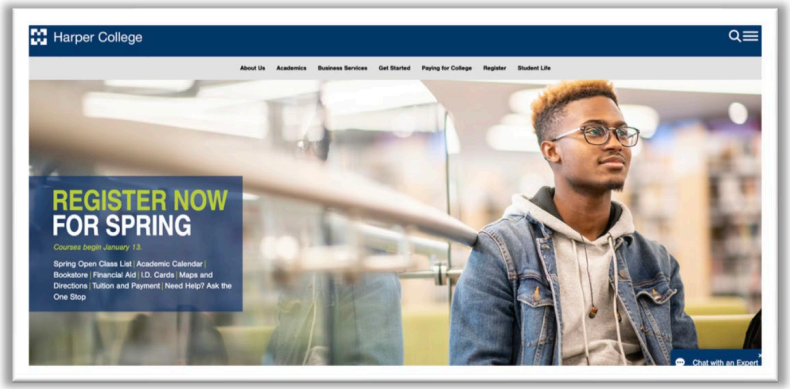
Enrollment Marketing Update

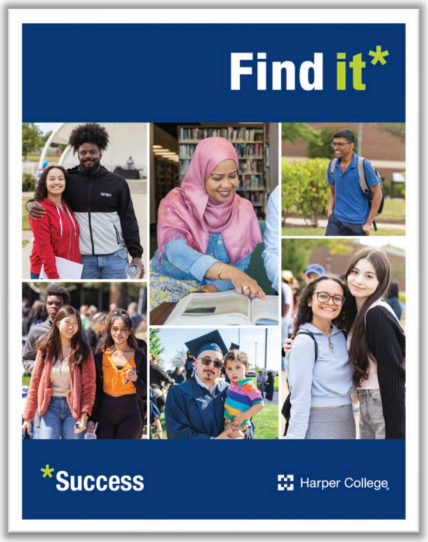
- Challenges and Opportunities
  - - Fractured channels
  - - Micro attention spans
  - - Increasing cost
  - + Technology
  - + Stories and experiences

Web and Direct Mail

- Web Site Updates through March 10 start dates.
- Ongoing web enhancements to improve organic SEO and unbranded search.

- All-district oversized 8.5x11 postcard.





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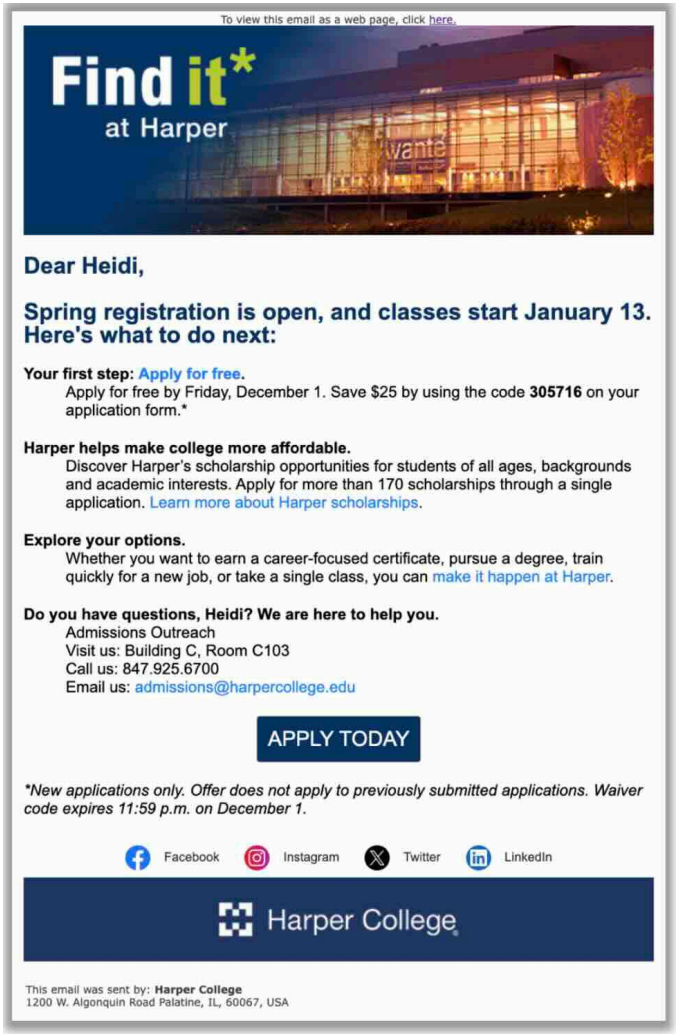
Email and Broadcast Radio

- **Targeted Email Campaign**
- 8 send dates x 4 emails per date = 32 total emails.
- Send dates: November 14 through February 28

- **Broadcast radio**
- Six top-ranked radio stations in the Chicago area. US99, B96, JAMS 104.3, KISS-FM, WLIT, Q101
- 23 unique ads
- 700+ spots



To view this email as a web page, click here.

Find it* at Harper

Dear Heidi,

Spring registration is open, and classes start January 13. Here's what to do next:

Your first step: Apply for free.
Apply for free by Friday, December 1. Save $25 by using the code **305716** on your application form.*

Harper helps make college more affordable.
Discover Harper's scholarship opportunities for students of all ages, backgrounds and academic interests. Apply for more than 170 scholarships through a single application. Learn more about Harper scholarships.

Explore your options.
Whether you want to earn a career-focused certificate, pursue a degree, train quickly for a new job, or take a single class, you can make it happen at Harper.

Do you have questions, Heidi? We are here to help you.
Admissions Outreach
Visit us: Building C, Room C103
Call us: 847.925.6700
Email us: admissions@harpercollege.edu

APPLY TODAY

New applications only. Offer does not apply to previously submitted applications. Waiver code expires 11:59 p.m. on December 1.

Facebook Instagram Twitter LinkedIn

Harper College

This email was sent by: **Harper College**
1200 W. Algonquin Road Palatine, IL, 60067, USA

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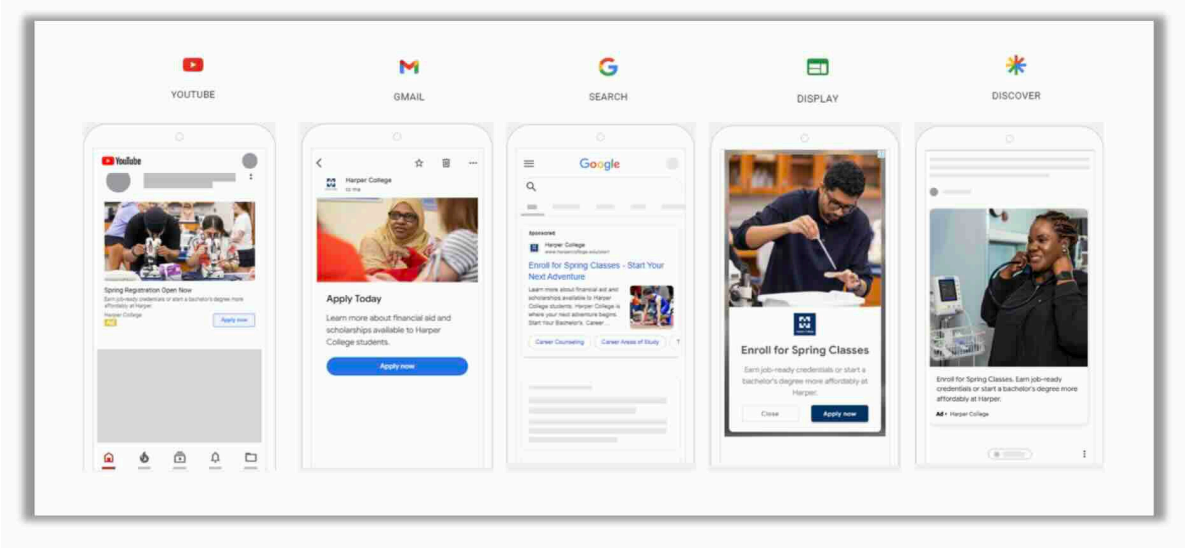
Multi-Channel Digital Campaign

- Comprehensive suite of audio, video, images, animated ads and targeted copy reaching key audiences throughout Harper's district.
- **Targeted Audience:** 17- to 55-year-olds, including young adults, parents with young adult children and adult learners
- **Targeted Geo:** Harper College ZIP Codes
- **Channels:** Keyword Search, Performance Max, Demand Gen, Meta, Snapchat, Programmatic, Display, Digital (Spotify) Radio, YouTube, OTT/Streaming Video



Social Media: Paid and Organic

- Ad types include animated ads, images, and video shorts.
- **Facebook**, still effective strategy to reach adults as well as parents of young adults.
- **Instagram** wider age appeal.
- **SnapChat:** Targeted to age 18 to 25. Primarily an awareness driver, also seeing high viewing rates and click activity to Harper web site.
- Class start dates updated campaigns proceed through March start dates.
- **Organic Social Media:** Instagram, LinkedIn, Facebook.

Questions?

Thank You