

# PORTLAND COMMUNITY COLLEGE ENROLLMENT MANAGEMENT PLAN

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## **Goal 1**

**Establish a streamlined enrollment process for new and returning students.**

### **Objectives**

Get students to start the enrollment process sooner.

Identify current process that all students must go through before attending class and re-evaluate the sequence of that process.

Develop a more inclusive communication process from admission to the first day of class.

Re-examine the orientation process/program. It tries to do too much. (On-line vs. in-person)

Create a welcoming campus climate.

## **Goal 2**

**Improve students' experience with PCC.**

(This goal is inclusive of all business transactions, information questions and advising sessions with the college.)

### **Objectives**

Tailor communications to meet a range of student needs.

Facilitate and/or enhance ways that students make connections at the college.

Enhance students' ability to define and pursue educational, career and life goals at PCC.

Create a campus climate that is inclusive, culturally competent, safe and supportive of all students.

## **Goal 3**

**Enhance the successful transition from developmental/pre-college to college.**

The intention of this goal is to ensure academic preparedness for students who begin a collegiate program below college level coursework.

### **Objectives**

Institute mandatory services to increase student success.

Provide consistent services across the district.

Expand services for students with disabilities

Improve the transition from ABE/ESL/GED to college.

## Goal 4

Develop faculty initiatives to enhance retention in the classroom.

### **CLASSROOM RETENTION STRATEGIES**

#### **Objectives**

Emphasize faculty-student interaction, e.g., learn student names or arrive early to class to chat with students.

Emphasize student-student interactions.

Send positive messages to students through syllabi.

Make sure that retention is a key part of “teaching culture and philosophy” at PCC.

### **RETENTION PROCESSES**

#### **Objectives**

*Involve students in retention discussions.*

*Understand current information on retention.*

### **STUDENT ACCESS, INCLUDING COSTS**

#### **Objectives**

*Increase childcare options – a crucial access issue.*

*Explore options to decrease textbook expenses.*

*Create more flexible scheduling options.*

*Create a more welcoming campus climate.*

*Increase use of Student Success/Learning Centers.*

*Improve transportation and parking.*

*Ensure that on-line orientations are working.*

### **ADVISING**

#### **Objectives**

*Improve advising, because advising makes a difference as often seen happening in PTE programs and as is often seen lacking in LDC programs.*

*Improve relations between student services staff and faculty members.*

*Have advising focus on clarity of goals/intentions, on why the students are in college and their plans.*

## Portland Community College Enrollment Management Plan

### ***FACULTY HIRING***

#### **Objectives**

*Have hiring practices reflect our focus on student retention, i.e., don't look just for content specialists, but look for effective and affective teachers who can retain students.*

*Ensure that instructors are connected to the college and to each other.*

*Insure that as many students as possible have access to instructors available to them on a full-time basis.*

*Reward faculty that get involved with student clubs.*

### **GOAL 5**

**Prepare students for and assist students with their transitions from PCC to their post-PCC experience (further education or labor market).**

#### **Objectives**

Articulate credit and non-credit to continue to assist students in meeting their educational goals.

Develop tools to assist students and advisors/counselors to plan education and career.

Provide Alternative Course/Program Delivery.

Improve Resource Utilization.

### **Goal 6**

**Improved and expanded collection, analysis, and dissemination of information related to enrollment management**

#### **Objectives**

To continue moving toward information-based enrollment management decision-making at PCC.

Increase staff awareness of research/information that is currently available and how to make this data support student success and improvement.

Identify gaps in our Enrollment Management research knowledge.