Strategic Enrollment Management 101

Presented by: Rob Steinmetz, Ed.D.

YESS Summit - Friday, April 19, 2019
Overview

• What is Strategic Enrollment Management (SEM)?

• Enrollment Data Trends

• 2018-2021 SEM Plan

• Discussion
Question??

• What’s the name of the college’s student success initiative?

Yes to Equitable Student Success (YESS)
Unified Planning

Strategic Plan
- Student Success
- Transformation through Opportunity

President’s Workplan
- Opportunity
- Equitable Student Success

YESS Plan
- Completion
- Opportunity Gap

SEM Plan
- Student Opportunity (Access)
- Student Success
YESS Focus Areas

• Build a Foundation for Guided Pathways

• Continue PCC’s Commitment to Diversity, Equity and Inclusion

• Increase Data and Technology Capacity

• Implement a Strategic Enrollment Management Plan
What is Strategic Enrollment Management?
SEM Fundamental: The Funnel

- Prospect
- Admitted
- Oriented and Placed
- Registered
- Paid
- Retained
- Graduated and Alum
Key Areas of Enrollment Management

• Marketing and Recruitment – “Sales”

• Onboarding – “Process, Communication and Service”

• Student Success – “Engagement and Relationships”

• Opportunity Gap – “Culturally Responsive”
Philosophical Underpinnings

- Large scale – foundational
- Data informed
- Collaborative
- Supported financially
Data
Question??

• Three years after they start, what percentage of our full-time degree-seeking students have not graduated, transferred to another school or continued to attend PCC?

47%
By the End of 3 Years Our Students

- **16** complete a PCC credential
- **17** transfer w/out completing a credential
- **20** are still attending PCC
- **47** are no longer enrolled

= **33% Graduation/Transfer Rate**
Credit Completion Rate by Race/Ethnicity
(Fall 2016)

- International: 85%
- 2+ Races: 75%
- White: 79%
- Hispanic: 75%
- Pacific Islander: 72%
- Black/African American: 66%
- Asian: 82%
- American Indian / Alaskan: 75%
2018-2021 SEM Plan
• What percentage of our students say they are coming to PCC to attain an associate degree?

74.6%

81.6% plan to transfer (= 7% plan to transfer w/ no degree)

Source: SENSE, PCC 2018 (up from 73% in ‘09)
Strategic Enrollment Management (SEM) Initiatives

- Recruitment
- Marketing
- Technology

Prospect Management

- Process and Communications
- Enrollment Advisors

Enrollment Services

- Advising and Registration Sessions
- EAB Navigate

Onboarding

YES
Yes to Equitable Student Success
Marketing and Recruitment

• Recruitment
  • Hiring recruitment staff
  • Expansion of proactive outreach
  • Focus on high school, adult and online

• Marketing
  • Website revision
  • Social media
  • Web search

• Technology
  • EnrollmentRX expansion
  • Automated communications
  • Data analytics
Onboarding

• Process and Communications
  • Process mapping
  • Communications audit and comprehensive calendar

• Enrollment Advisors
  • Outbound communications
  • Direct student assistance focused on admissions, registration, student accounts and financial aid

• Advising and Registration Sessions
  • All new degree-seeking students
  • Focus on personal advising and completing registration

• EAB Navigate
  • Self-service onboarding
  • Advisor tools, early alert, event management and communication
Question??

• What percentage of our students believe they are prepared academically to succeed in college?

82%

- Source: SENSE, PCC 2018
Student Success and the Opportunity Gap

- Guided Pathways
- Advising Redesign
- Gateway courses
- Strategic course scheduling
- Practice and policy changes
- Men of color
- Pathways to Opportunity
- Support for resource centers
Discussion

Send additional questions and comments to: yess-group@pcc.edu