

Mission

1. GFC MSU meets demands of our communities and learners to achieve education and training goals.
 - a. Community
 - b. Opportunity
 - c. education
2. We teach, train, and inspire learners to improve our communities.
 - a. Teaching
 - b. Training
 - c. community
3. We teach, train, and inspire lifelong learning that strengthens our communities.
 - a. Teaching
 - b. Training
 - c. Lifelong learning
 - d. Strengthen community
4. Transforming Lives | Building Communities
 - a. Transform lives
 - i. Education
 - ii. training
 - b. community
 - i. partnerships
5. Provide access to quality education, workforce preparation, and lifelong learning for student and community success.
 - a. quality education
 - b. workforce development
 - c. lifelong learning
 - d. community
6. Creating better communities, one student at a time.
 - a. Community
 - b. learning

Vision:

1. Great Falls College MSU will strengthen communities through academic excellence, innovation, and collaboration.
2. GFC MSU will provide an exceptional educational experience through excellence, innovation, and collaboration.
3. We aspire for every student to have a success story.
4. GFC MSU will be a premier Source for education, workforce training, and community partnerships.



**GREAT FALLS
COLLEGE**
MONTANA STATE
UNIVERSITY

Strategic Enrollment Management Team: Recommendations

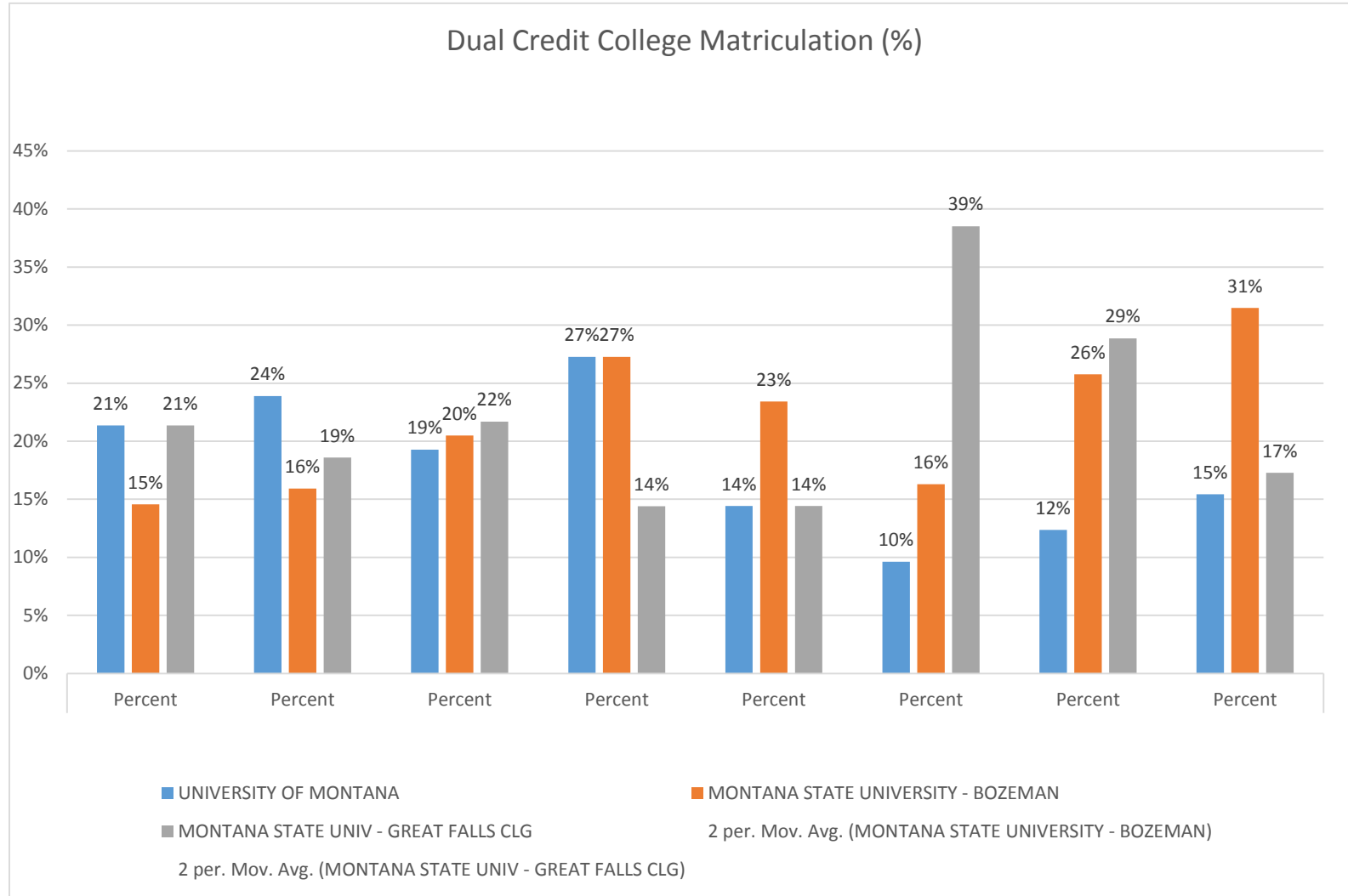
Dual enrollment recruitment after taking college course while still in high school

Several studies conclude that high school students who take college courses subsequently perform better in college than those with no history of Dual Enrollment course-taking (Spurling and Gabriner, 2002; Richardson, 1999; Windham and Perkins, 2001).

Therefore; our recommendation is to use targeted marketing and recruiting for dual enrollment students in high school to continue at GFC MSU after graduation.

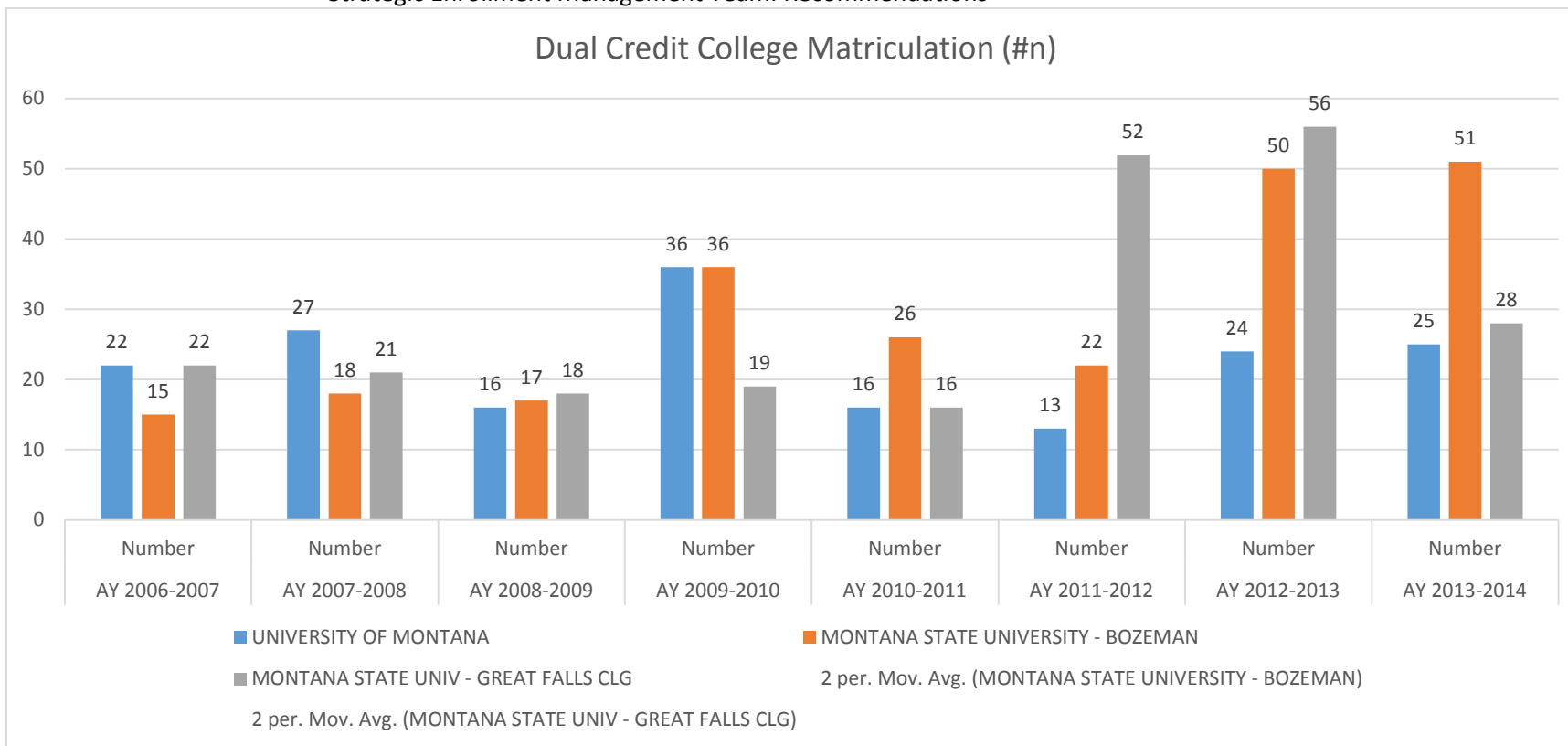


DATA:





Strategic Enrollment Management Team: Recommendations





Strategic Enrollment Management Team: Recommendations

Potential strategies:

Targeting marketing

Scholarships

CRM

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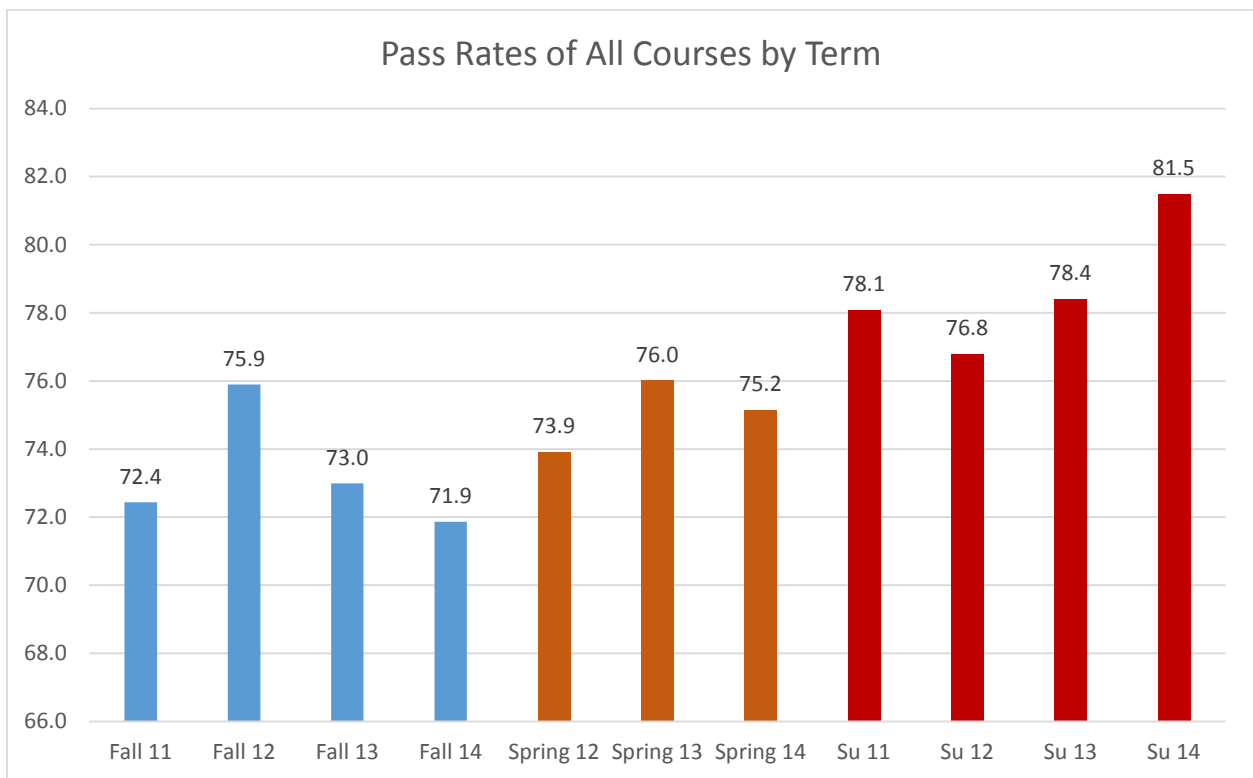
Strategic Enrollment Management Team: Recommendations
Institutional Research Forum, Long Beach, CA.



Curriculum changes

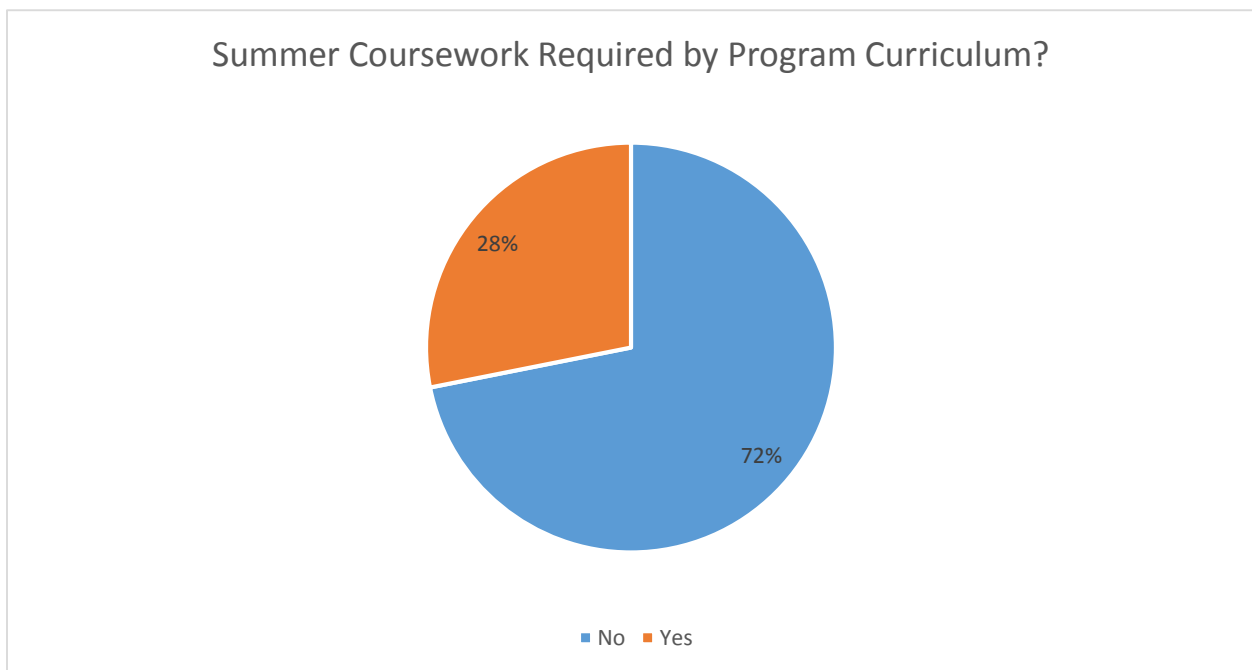
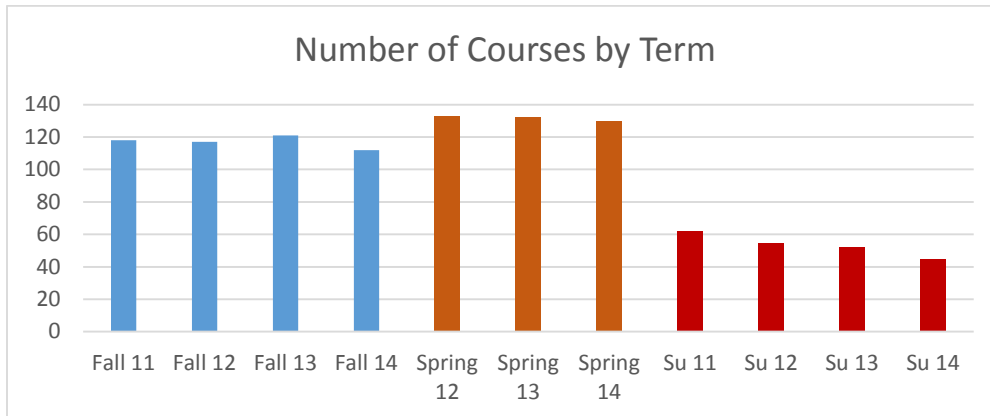
Studies have shown that students are more apt to succeed and complete when course sequencing and enrollment continuity is used.

This would entail looking at additional online course offerings and programs, adjusting curriculums across campus to include a summer term where specific courses are only taught in the summer. Sequencing of courses in a rotation that requires continued enrollment would also be looked at.





Strategic Enrollment Management Team: Recommendations





Potential strategies:

- Adjusted curriculums
- Targeting marketing
- Scholarships
- CRM
- Potentially growing online programs
- Potentially offering more online courses
- Watching success rates for courses over time

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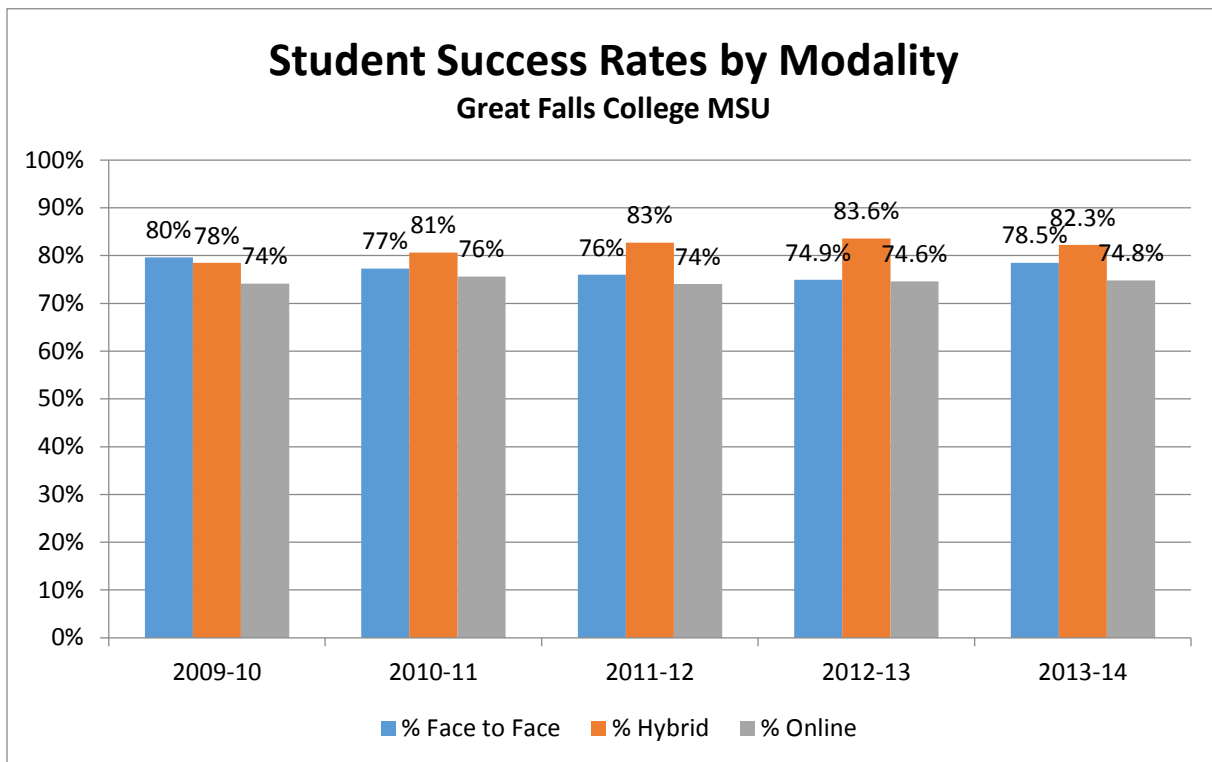
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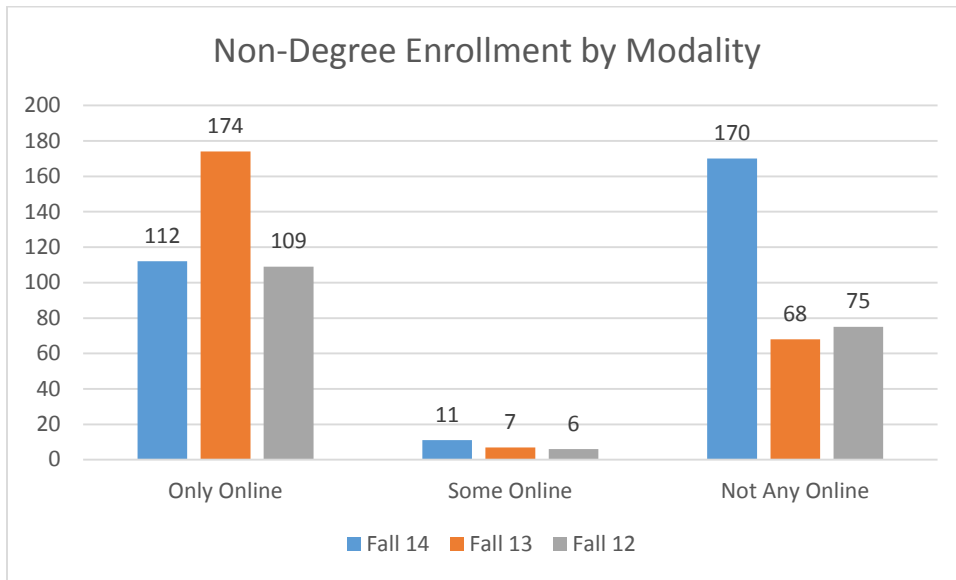
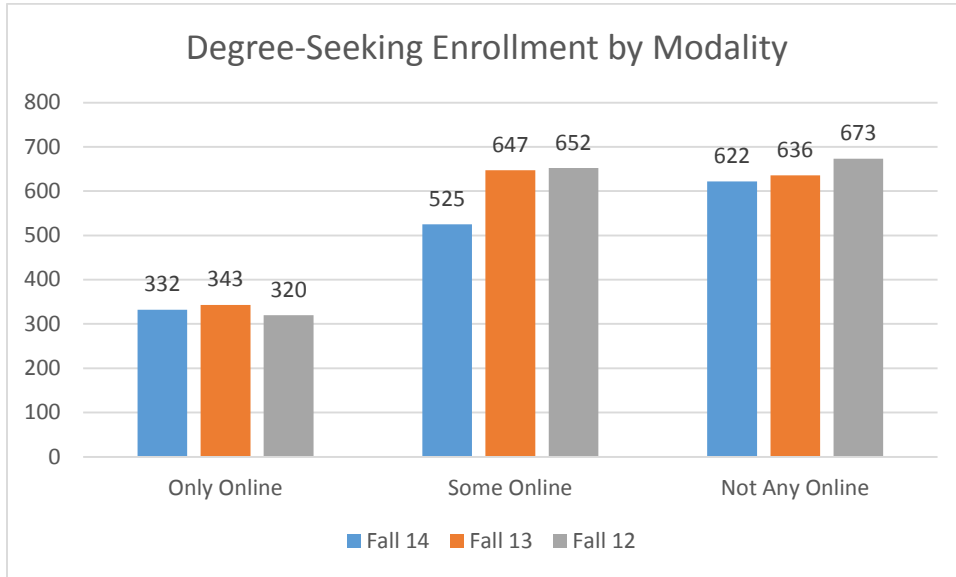


Online course and online program recruitment

The number of students taking online courses continues to climb. Although the growth rate is the slowest rate in more than 10 years, this area is one that has shown growth over time. We believe that Targeted marketing and recruiting for online course and programs may increase participation and raise enrollments in these areas, but we need to be sure that we are smart in the way that we choose programs and provide support services to students and faculty to have a good online experience.

DATA





Numbers of online programs:

Transfer Degrees: 3

Associate of Applied Science Degrees: 3

Certificate of Applied Science Degrees: 3

Professional Certification Options: 3



Potential strategies:

Targeting marketing

Scholarships

CRM

Potentially growing online programs

Potentially offering more online courses

Watching success rates for courses over time

Be thoughtful of online developmental coursework

Continued improved quality of online courses – Online Pedagogy

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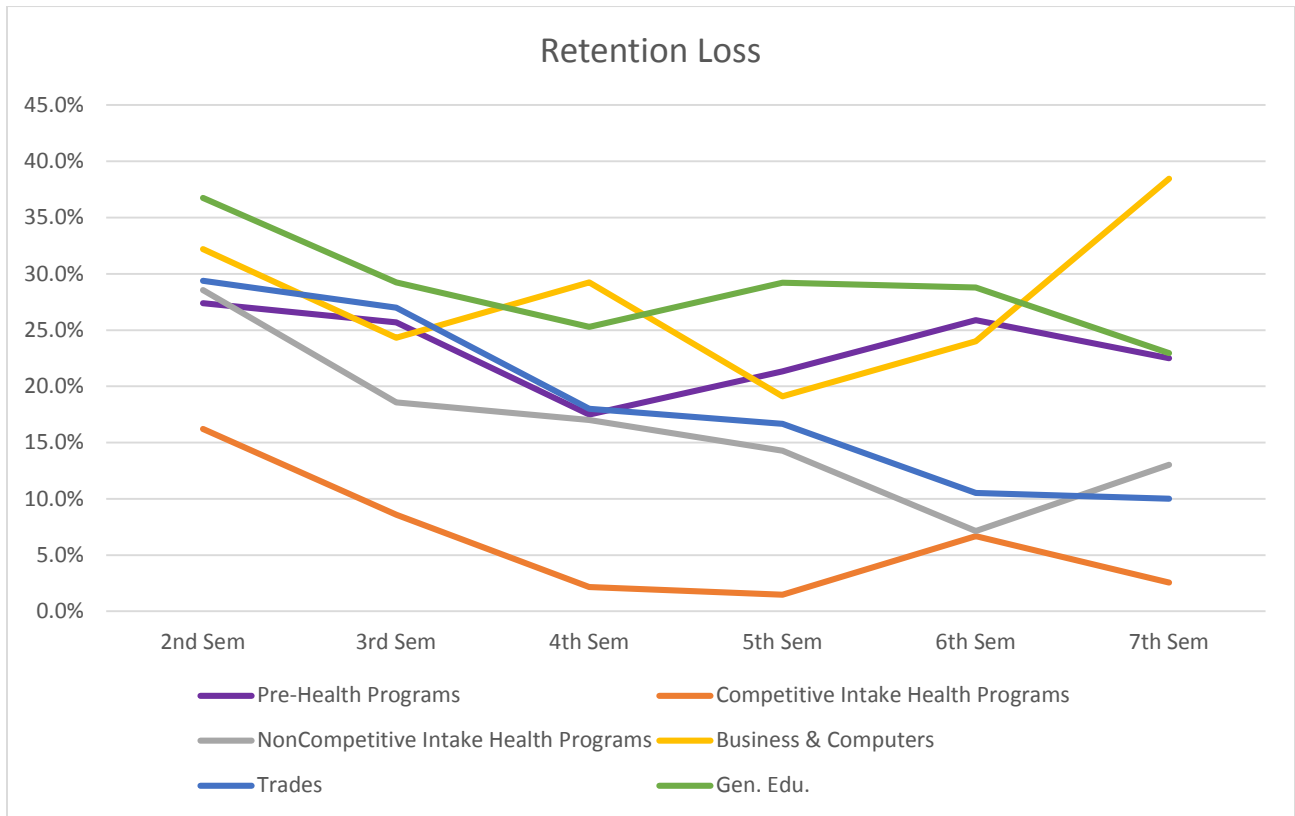
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Students who disappear and early alert intervention

We are losing students for some reasons we can control and some that we can't control. We believe that we can do a much better job with student retention by re-visiting our early alert intervention strategies as well as reaching out to better serve at risk populations of students.



Potential strategies:

- Grades First analysis

- Grades First better participation by faculty

- CRM

- Engagement of students – both in & out of the classroom

- Better notification of resources available to students

- Mentoring



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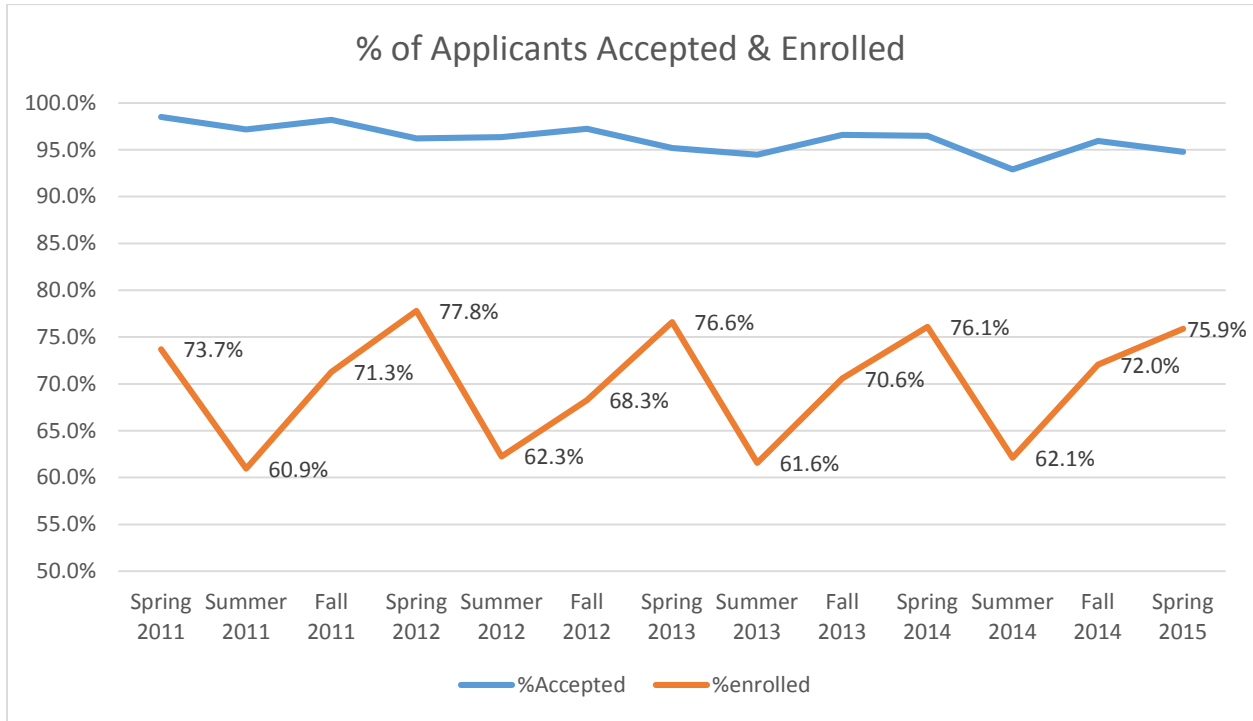
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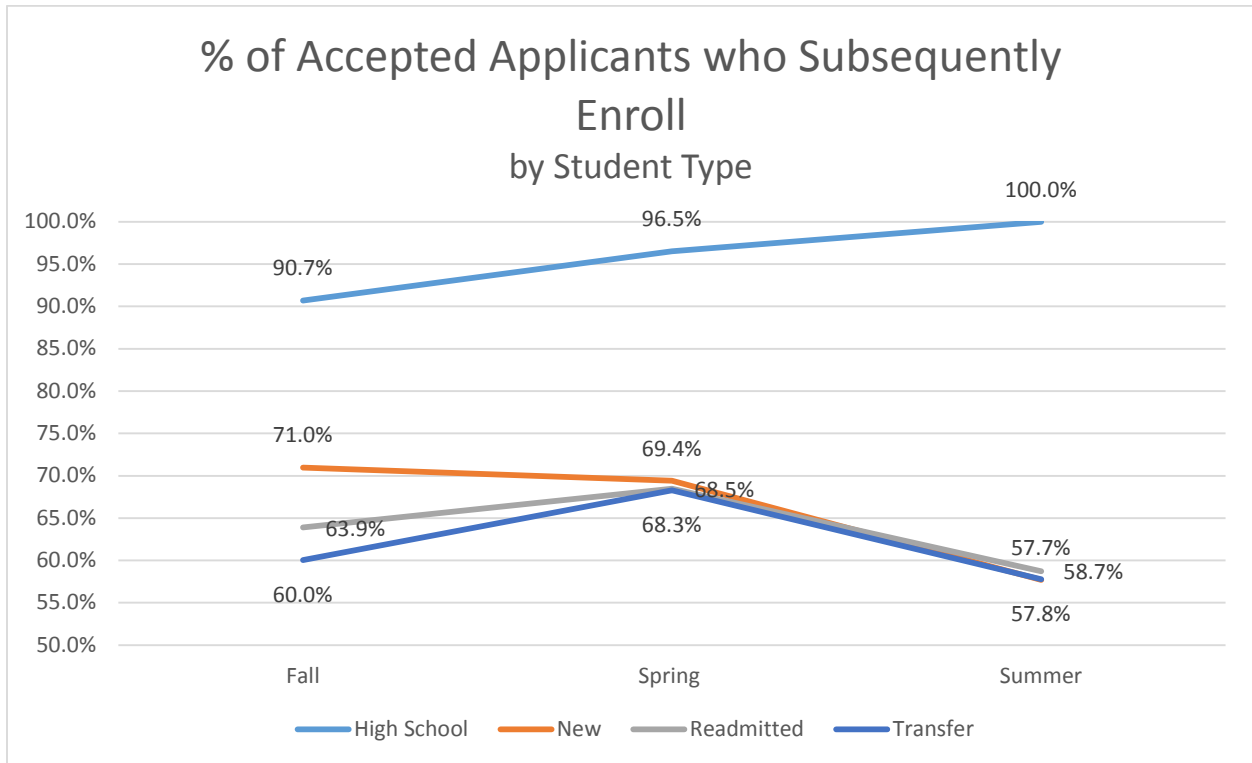
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Front End student experience

The greatest loss in student retention is from their first to second semester. How do we better prepare incoming students for college life before they enroll?





Potential strategies:

- What does Open Admission allow us to do?
- How do we explain that High School is different than College?
- Are you ready academically?
- Is your life ready for you to start school?
- How do you pay for school - Scholarships/Financial Aid?
- Investigate using Smarter Measure assessment differently.
- EMSI – Job outlook/market/wage info
- Skill building for student success
- Realistic expectations for students of what college means to them



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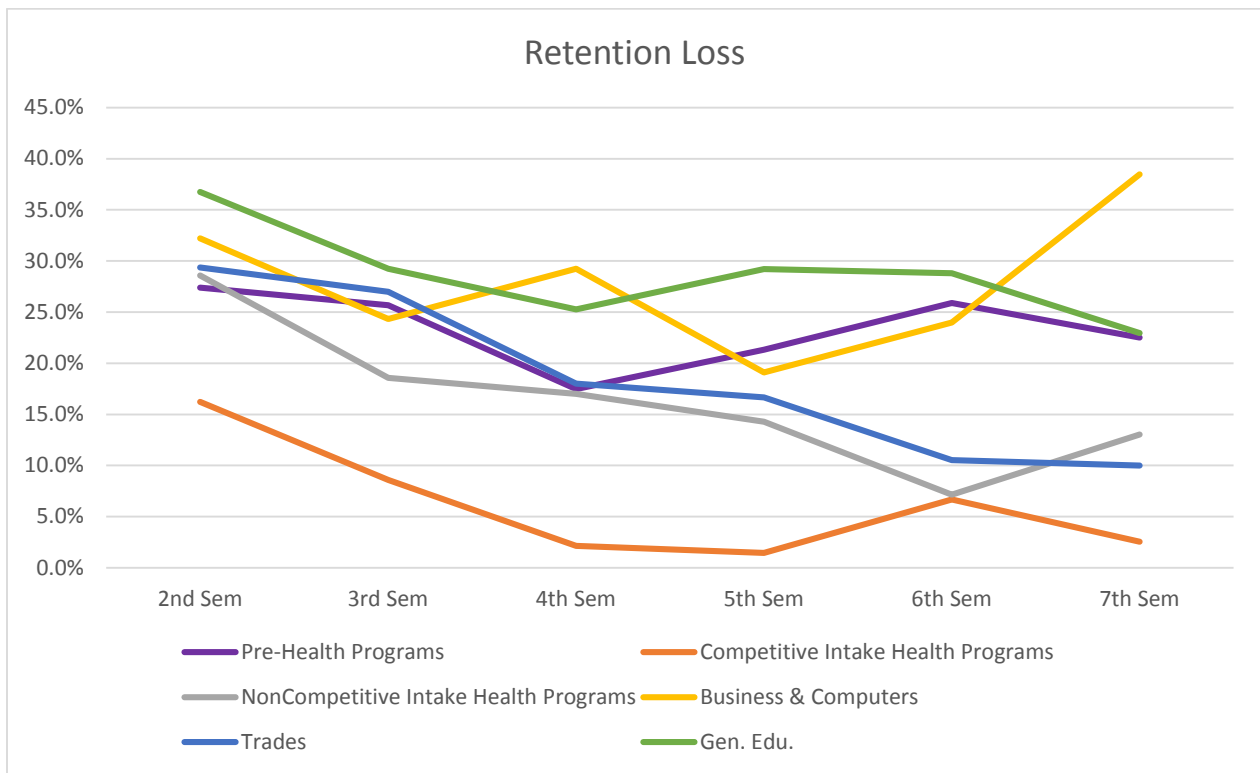
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Targeted Re-admit student recruitment

We currently know that we have had retention issues with students in the past. This recommendation would use targeted marketing and recruiting for previous students who haven't returned over a 5 year period.



Potential strategies:

- Targeting marketing

- Scholarships

- CRM

- Engagement of students – both in & out of the classroom

- Better notification of resources available to students

- Mentoring



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