

Strategic Enrollment Management

Campus Update

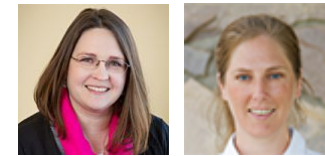
September, 2016

Strategic Enrollment Management (SEM)

- When enrollment is declining it is important to consider all aspects of a student's enrollment at GFC – from admission to graduation
- **We have a committee for that!**

- Co-Chairs:

- Dena Wagner-Fossen (Registrar)
- Grace Anderson (Institutional Researcher & Data Analyst)



- Committee Members:

- Ed Binkley (Fiscal Manager of the Rev-Up Grant)
- Joe Simonsen (Director of Admissions)
- Karen Vosen (Student Support Coordinator from eLearning)
- Leanne Frost (Div. Director of General Education, Business, Tech., & Transfer)
- Steve Robinett (Program Director of Computer programs)



What kind of enrollment strategies are taking place on this campus?

- In March, 2015, the campus voted to develop two enrollment strategies:

1. Front-End Student Experience

- Co-Chairs of subcommittee: Erin Granger & Joshua Archey



2. Online Curriculum & Program Development

- Chair of subcommittee: Laura Wight



Front-End Student Experience

- What is this committee working on to improve the intake of students?
 - The committee researched the avenues through which we contact students considering enrollment at GFC MSU.
 - Based upon this analysis, the Front-End Experience Committee proposed:
 - Additional staff support during times of high traffic (August) in Student Central (Admissions, Financial Aid, etc.) & the Advising Office.
 - Assess and mitigate common risks to student success during the first advising appointment:
 - Design and implement a standardized set of questions advisors ask students during their first advising appointment
 - Based upon students' answers, advise them towards services that address their risk/needs.
 - (Re)Instated a web advisory committee to provide guidance on modifications to the webpage.
 - Assess Essential Start and modify as needed.
 - Student testimonial videos, which are linked to this webpage.

Online Curriculum & Program Development

- What is this committee working on to improve our online education?
 - Modify current elearning.gfcmsu.edu site to become a 'one-stop shop' portal page.
 - Specialized proactive support for online students.
 - Optimize campus web pages for mobile access.
 - Multimedia marketing of online course & program offerings.
 - Try a Byte: Develop and offer free short-term course modules online for prospective online students to sample.
 - Increase the number of courses and programs offered completely online.

Future Enrollment Strategies

- The SEM Committee will:
 - Continue to support the Front-End Student Experience and Online/eLearning sub-committees.
 - Research other 2-years schools in the country who have dramatically improved their retention and investigate whether their strategies can be successfully implemented at GFC MSU.
 - Data mine the drop and withdrawal survey outcomes.