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 an 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.