

**Executive Team Meeting Agenda**  
**October 24, 2017 | 8:30 – 11:00 a.m. | Room G2**

**Purpose Statement:** *The Executive Team will meet and create a supportive environment in which to exchange information, solve problems, coordinate efforts, and create improvements that will benefit the college.*

**Members:**

Dr. Susan J. Wolff, CEO/Dean

Dr. Heidi Pasek, Chief Academic Officer

Ms. Mary Kay Bonilla, Chief Student Affairs and Human Resources Officer

Ms. Lorene Jaynes, Executive Assistant to the CEO/Dean

Dr. Darryl Stevens, Chief Financial Officer

Mr. Lewis Card, Executive Director of Communications, Marketing & Development

**Guests:**

Dr. Grace Anderson, Research Analyst

Mr. Joe Simonsen, Director of Admissions

Ms. Dena Wagner-Fossen, Registrar

**Agenda**

**1. Applicant to Enroll Data**

**Presenter:** Mr. Simonsen

**ET Lead:** Ms. Bonilla

Notes: (For more details see attachment 1)

**Fall 2017 App-to-Enroll Pipeline**

1600 students - Five Year Averages (headcount) (dual enrollment not included)

- 361 graduates
- 380 transfer out
- 863 stop out, drop out, or fail out

**NEED**

1600 students in through admissions

1600 students out (69%)

2320 applications (33%)

6970 prospects

**ACTUAL**

1475 in through admissions

2140 applications

6480 prospects

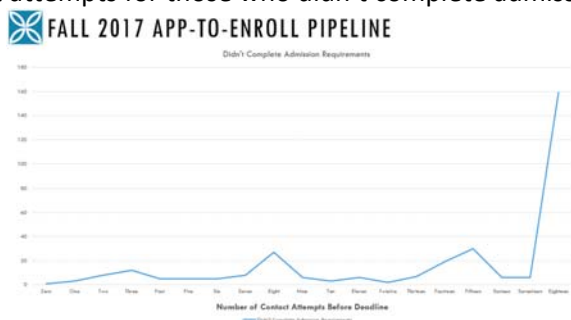
Enrollment specialist is attending a variety of events on recruitment efforts – DECA, SKILLS USA, etc.

**Ruffalo Noel Levitz: 2016 Benchmarking Report**

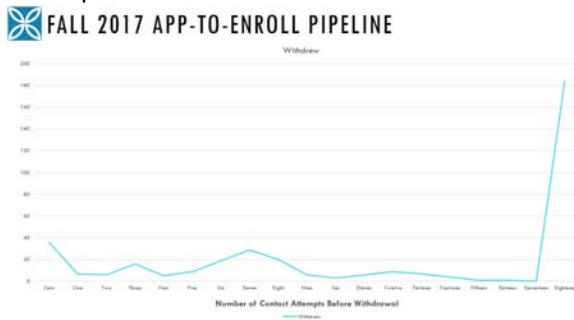
- Four year applicant to enrollment is 41.5%
  - GFC MSU is 69%
- Four year prospects to applicant rate is 35%
  - GFC MSU is 33%

Admissions made 3,307 phone calls and sent 3,796 emails to Fall 2017 applicants. The personal contact is a major factor in GFC MSU's higher rate of applicant to enrollment. Admissions is working to make prospect to applicant conversion rate just as good

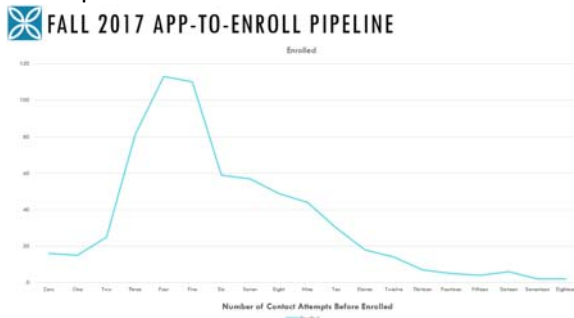
Contact attempts for those who didn't complete admissions requirements



## Contact attempts for those who withdrew



## Contact attempts for those who enrolled



Mr. Simonsen will research if those who enroll after 7 or more contacts perform well as a student. Admissions priorities are Prospect Pool and Prospect Conversion Rate.

### 2. Overview of Data Reports Available

**Presenters:** Dr. Anderson & Ms. Wagner-Fossen

**ET Lead:** N/A

Notes: ENROLLMENT Fall 2017 – OCHE Website

<http://mus.edu/data/Enrollment/FY17-enrollment-report.asp>

### 3. SEM

**Presenters:** Dr. Wolff

**ET Lead:** Dr. Wolff

Notes: (For more details see attachment 2)

**Front End Experience** – Subcommittee believes their work is completed. Greg Stivers will be working on Essential Start.

**Online Curriculum and program development** – Subcommittee leadership feels work is done and this is a data gathering/reporting year based on the initial charge.

#### Next Steps

- Alignment with strategic plan
- Internal scan
- Environmental scan – external may produce good information to explain why Great Falls is different than other communities in the state.

How does SEM fit with all of the other campus groups/committees? SEM needs to be kept in the loop of other initiatives to ensure work is not being duplicated. SEM could be a really powerful workgroup for implementing the college's strategic priorities.

## Upcoming Events

### October

- **Addiction Awareness Informational Series** *October 23, 1:00-8:00 pm, Heritage Hall Breakout Area*
- **Paper Tigers and Resilience Film Showing with Panel Discussion** *October 23, 3:00-7:30pm, Heritage Hall*
- **Montana State Worker Demand Presentation to Community** *October 24, 3:00 pm, Heritage Hall*
- **Human Trafficking in Cascade County** *October 24, 6:30 pm, Heritage Hall*
- **Prevention & Treatment Panel** *October 25, 11:30 am, Heritage Hall (lunch included)*
- **Substance Abuse Prevention Legislation Panel** *October 25, 4:00 pm, Heritage Hall*
- **My Loved One Has a Substance Use Disorder Panel** *October 25, 6:30 pm, Heritage Hall*
- **GFC MSU Soup Tour** *October 31, 11:30 am*
- **Open Mic Night** *October 31, 5:30 pm, Heritage Hall*

### November

- **OneMSU Symposium** *November 1-2, MSU in Bozeman*

# Strategic Enrollment Management

Campus Update

October, 2017

# 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 – updated June 2017:
    - Bailey Barton (Student Accounts)
    - Joe Simonsen (Director of Admissions)
    - Karen Vosen (Student Support Coordinator from eLearning)
    - Frankie Lyons (Div. Director Health Sciences)
    - Steve Robinett (Program Director of Computer programs)
    - Erin Granger (Marketing Specialist)
    - Mallory Antovel (Human Resources Generalist)

# 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



# Update on Front-End Student Experience

This committee has been working on ways to make sure students are college ready.

Past recommendations that have been implemented include:

- The Risk Assessment Survey conducted by the advisors – data coming soon
- The Website changes
- Extra help in Student Central and the Advising Office during busy times
- Review of Essential Start
  - This has been added to the New Student Coach's job description & materials/research have been transitioned over to Greg.
  - Greg is currently researching options and plans to make recommendations for Fall 2018 implementation.

The committee leadership feels like their work is done based upon their initial charge.

# Update on Online Curriculum & Program Development

This committee has been working on improving and growing our online education?

Past recommendations that have been implemented to improve our online education include:

- Multimedia marketing of online course & program offerings ran fall 2016 through summer 2017
  - Data being collected over next year to determine impact of this marketing
- “Mini-Byte” launched Summer 2017
  - Data being collected to track completers, who then enroll over next year
- Modification of current [elearning.gfcmsu.edu](http://elearning.gfcmsu.edu) to become a ‘one-stop shop’ portal page
  - Data being collected over next year to determine impact of this modification



## Update on Online Curriculum & Program Development (cont)

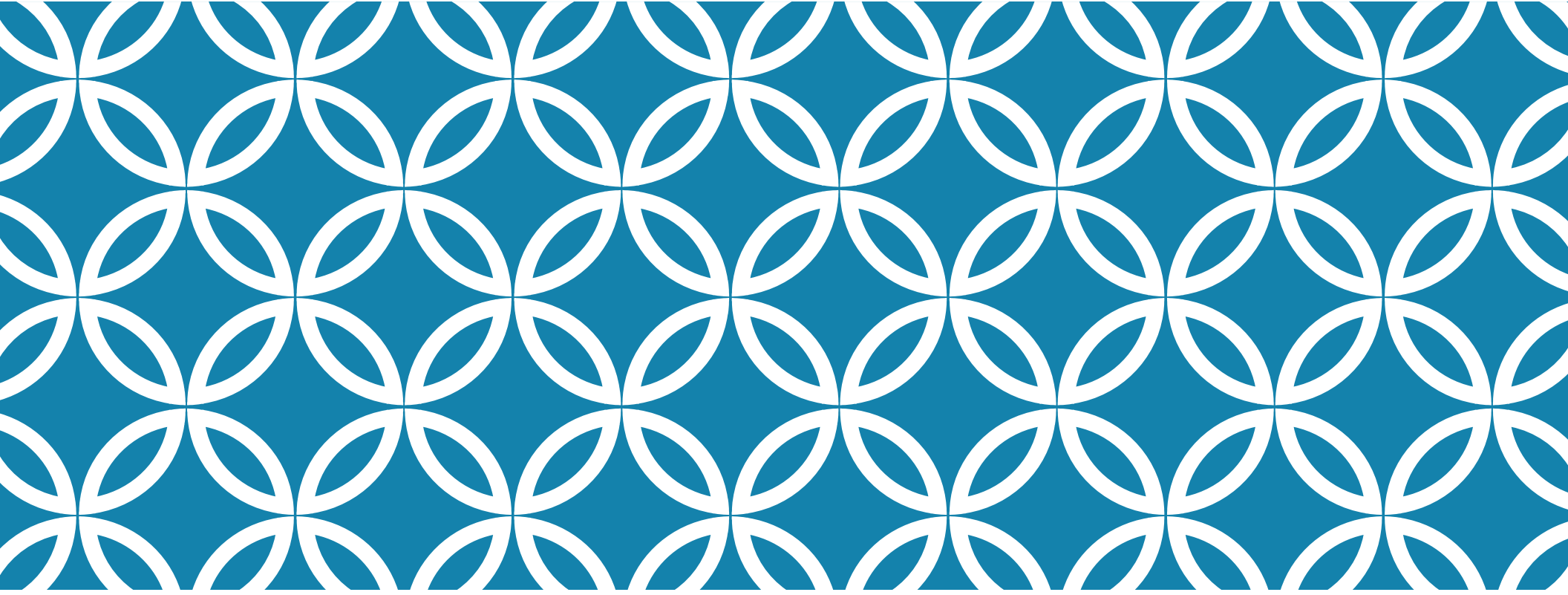
Past recommendations that have been implemented to improve our online education include (cont):

- Increase the number of courses and programs offered completely online.
  - Data being collected over next year
- Increase the number of students enrolling.
  - Data being collected over next year – county demographics in MT, state demographics, program demographics of applicants and enrolled students

The committee leadership feels like their work is done and this year will be a data gathering/reporting year based upon their initial charge.

# SEM next steps? What is SEM's focus over next year?

- Do we focus on internal strategies?
  - Alignment with Strategic Plan
  - Internal scan
    - Updates for all functional areas on campus: then and now
    - Use information to inform the next SEM initiatives
- Do we focus on external strategies?
  - Environmental scan
    - Research and produce a scan
    - Use information to inform the next SEM initiatives
  - One MSU initiatives
  - OCHE initiatives

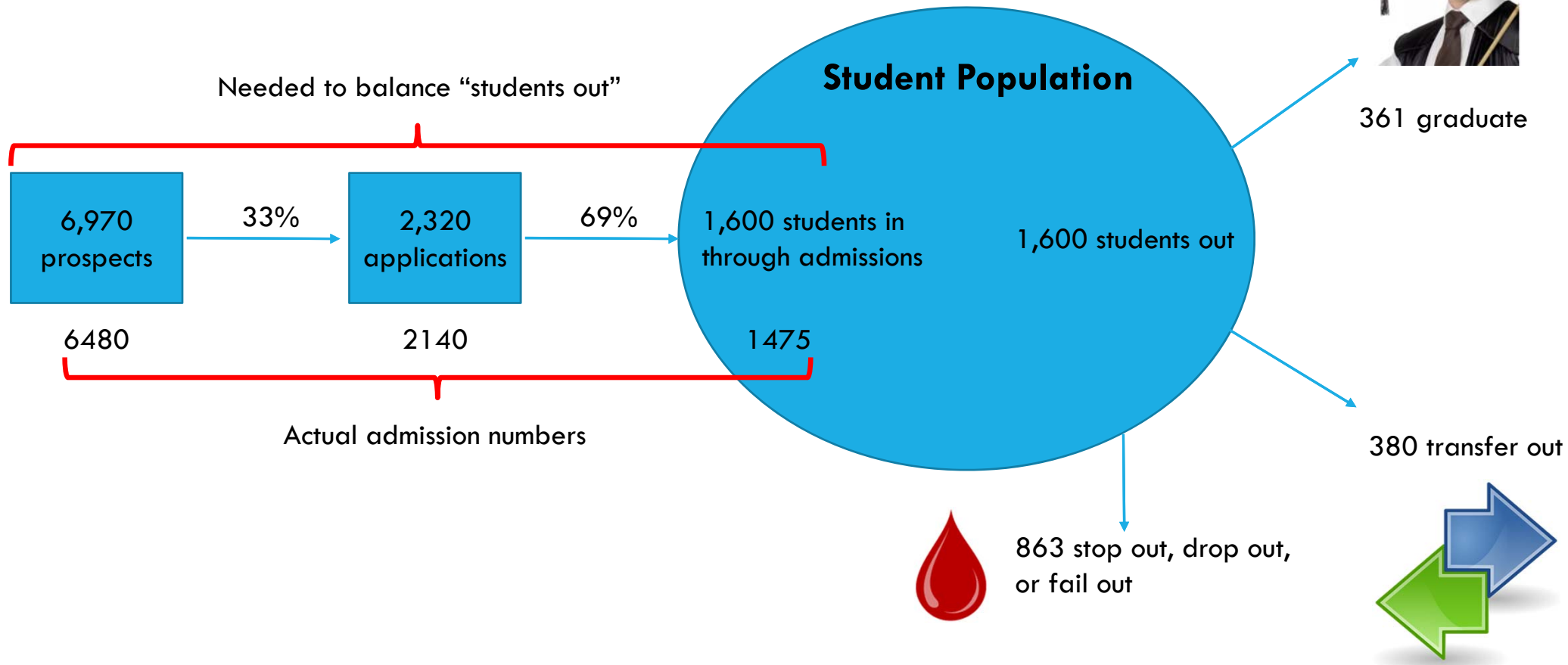


# SEM & THE STUDENT BODY

Pressure Points in the Pipeline

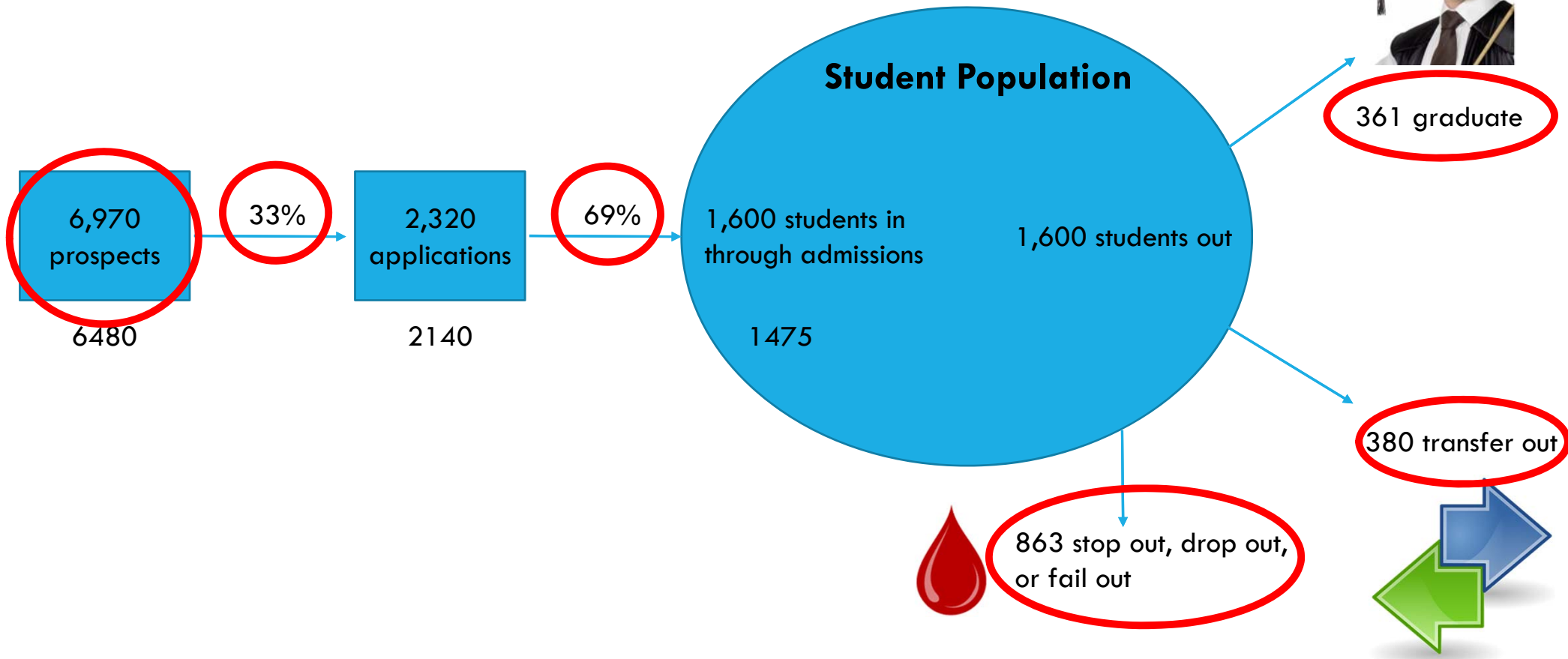


# STUDENT PIPELINE: FIVE-YEAR AVERAGES





# STUDENT PIPELINE: FIVE-YEAR AVERAGES





# RUFFALO NOEL LEVITZ: 2016 BENCHMARKING REPORT

Recruitment Conversion Ratios		FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC		
		In-State First-Year Students	Out-of-State First-Year Students	International First-Year Students	In-State First-Year Students	Out-of-State First-Year Students	International First-Year Students*
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	25th percentile	9.0%			13.0%	4.0%	NA
	<b>Median</b>	<b>12.0%</b>			<b>24.0%</b>	<b>8.0%</b>	<b>NA</b>
	75th percentile	18.0%	11.0%	18.0%	35.0%	14.5%	NA
Yield rate from admission to enrollment	25th percentile	19.0%			28.0%	13.3%	NA
	<b>Median</b>	<b>26.0%</b>			<b>34.0%</b>	<b>16.5%</b>	<b>NA</b>
	75th percentile	34.0%	26.0%	33.0%	41.5%	36.0%	NA

**Our conversion rate: 33%**

**Our conversion rate: 69%**

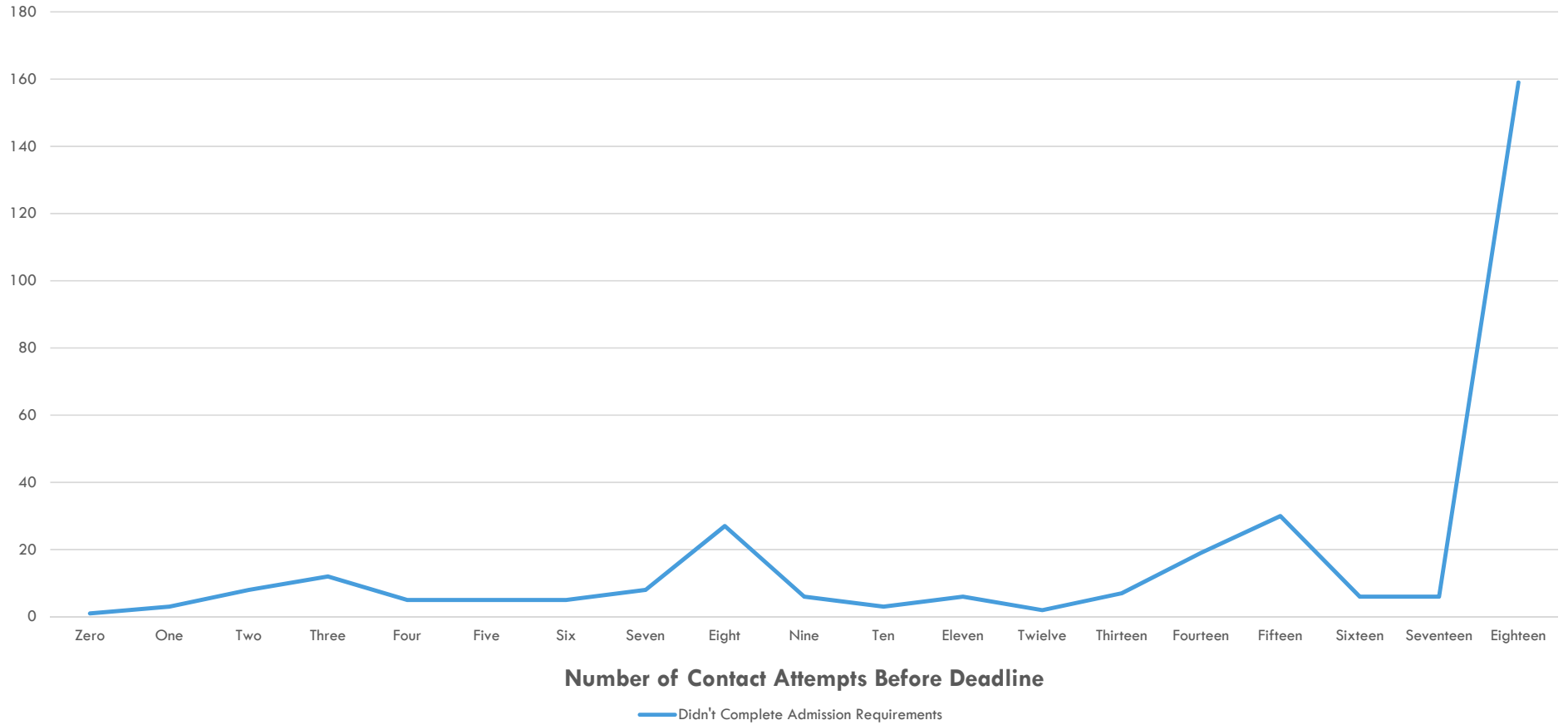
Admissions made 3,307 phone calls to Fall 2017 applicants

Admissions sent 3,796 emails



# FALL 2017 APP-TO-ENROLL PIPELINE

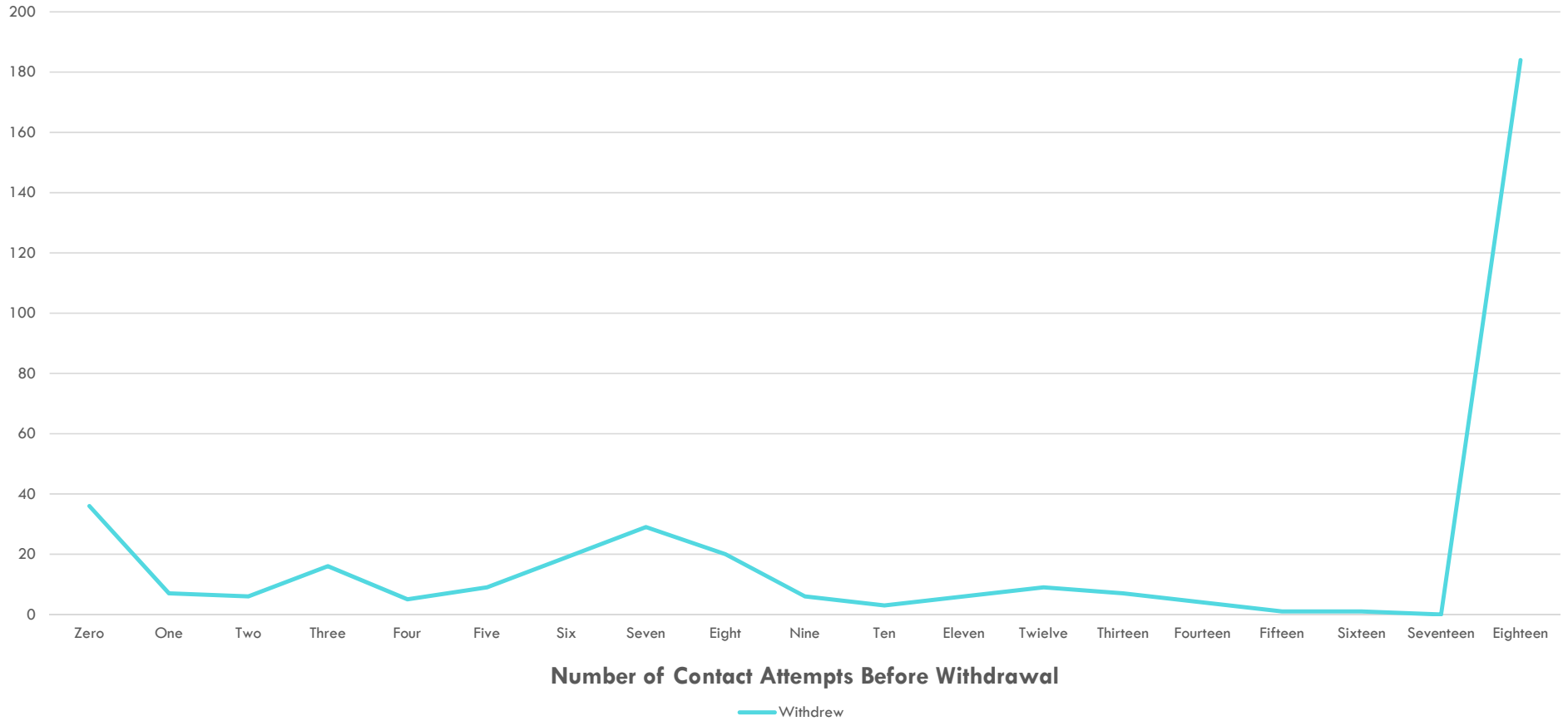
Didn't Complete Admission Requirements





# FALL 2017 APP-TO-ENROLL PIPELINE

Withdrew







# FALL 2017 APP-TO-ENROLL PIPELINE

