ENROLLMENT STRATEGIES

STRATEGIC ENROLLMENT MANAGEMENT

- Increase collaboration across the college community

- Create a data-rich environment to inform decisions

- Establish comprehensive student enrollment goals

- Promote student success by facilitating effective strategic and financial planning

- Strengthen communications and marketing with internal and external stakeholders

Source: American Association of Collegiate Registrars and Admissions Officers (2009) *Applying SEM at the Community College,* edited by B Bontrager & B. Clemetsen. AACRAO, Washington D.C.

ICCB
ILLINOIS COMMUNITY COLLEGE BOARD

PRE-ENROLLMENT

- Preliminary financial aid estimates
- Customized electronic communications
- Standardized communications plan
- Pre-enrollment success course
- One-stop enrollment caravan

Source: Education Advisory Board (2017) *Increasing Enrollment in Today's Community Colleges.*

ICCB
ILLINOIS COMMUNITY COLLEGE BOARD

ENROLLMENT

- Refine institutional processes
- Articulate clear enrollment steps
- Frame important optional activities as part of the process
- Send missing step enrollment prompts

Source: Education Advisory Board (2017) *Avoid "fight-or-flight" reactions by redesigning the onboarding experience.*

INTAKE SURVEYS

- Capture information about potential non-cognitive risk factors

- Include in admissions process or at new student orientation

- Create a campus services referral matrix to match student responses to services

- Customize invitations to participate in right-fit clubs, programs, and services

Source: Education Advisory Board (2017) *Building Pathways to Community College Success.*

ADVISING

- Connect with students early

- Require advising prior to registration

- Improve the depth of conversation

- Find scalable strategies

Source: Center for Community College Student Engagement. (2018) *Show me the way: The power of advising in community colleges.*