

VICE PRESIDENT FOR ENROLLMENT
MANAGEMENT SERVICES
OPERATIONAL PLAN

VP, ENROLLMENT MANAGEMENT SERVICES

Mission

The mission of Enrollment Management Services is to enable students to be successful as they transition through the enrollment process as prospects, applicants, admitted students, enrolled students, and graduates. Enrollment Management Services will interface with other divisions of the College in advocating student success. Enrollment Management Services will provide leadership and assist students in the areas of: Recruitment and Admissions; Financial Aid; Registrar/Academic Records; One Stop Shop; Veterans' Success; Testing Services and New Student Connections.

Purpose

The purpose of this strategic plan is to detail the enrollment management roadmap to success and clarify accountability for FY2020.

Goal 1. Increase total enrollment from 12,500 students in the fall 2018 to 13,000 students for the fall of 2019 (GGC strategic priority 3)

Related Objectives	Responsible Position or Group	Resources (PMSTDTP) or Authorities needed	Metrics
Increase incoming first-year class 5% over fall of 2018 (2,589 F18 to 2,718 F19-not including dual enrollment)	VPEMS, EMS team		2,653 F18 to 2,785 F19 (increase 129 students). Data captured on August 28
Increase fall 2019 persistence 3%	VPEM, Provost		<ol style="list-style-type: none"> 1) Persistence from 65% to 68% (Fall 2019) 2) Develop and implement summer bridge and success program (2020)
Improve and enhance orientation program to insure smooth transition for students into GGC	DAS, DNSC		Reduce purge and summer melt by 10% Fall 2019 from Fall 2018 (see goal 4)

Goal 1. Increase total enrollment from 12,500 students in the fall 2018 to 13,000 students for the fall of 2019 (GGC strategic priority 3)

Related Objectives	Responsible Position or Group	Resources (PMSTDTP) or Authorities needed	Metrics
Increase new transfer enrollment 5% over Fall of 2018 (361 F18 to 379 F19)	VMEMS, EMS Team		361 F18 to 380 F19 (gain of 19 students)
Enhance international student mobility initiatives and create more welcoming environment	Director of International Programs, VPEMS		<ol style="list-style-type: none"> 1) Streamline waiver process 2) Hire limited number of agents 3) Simplify study abroad credit evaluations 4) Market housing for ELI students
Begin to implement DSST	Director of Testing Services		DSST implement complete 12/2019

Goal 2. Enhance the use of technology to influence student enrollment and drive student success (GGC strategic priority 3)

Related Objectives	Responsible Position or Group	Resources (PMSTDTP) or Authorities needed	Metrics
Implement QLess ticketing system and scheduling app in one-stop-shop By 9/2019	DEMT, DECS	\$14,000 year	<ol style="list-style-type: none"> 1) Functional by F2019 2) Develop data for wait times to identify reduction measures by 2/2021
Develop new enrollment tracking reports	DEMT, VPEMS		<ol style="list-style-type: none"> 1) Basic historical-trend enrollment reports running for F2019 2) Reports to assist in application deadline implications by 4/2019 3) Reports assessing summer success program models 4/2019
Add texting feature to enhance communication to prospective students	VPEMS, DAS	\$5,000 year	<ol style="list-style-type: none"> 1) Texting in place to applicants, accepts, recruitment events, campus visitors by 12/2019 2) Increase response rates by 15% over email

Goal 2. Enhance the use of technology to influence student enrollment and drive student success (GGC strategic priority 3)

Related Objectives	Responsible Position or Group	Resources (PMSTDTP) or Authorities needed	Metrics
Implement college scheduler and multiple block selection for learning communities	EDRS, DEMT		<ol style="list-style-type: none"> 1) 50% student use by F2019 2) 75% student use by F2020
Degree Works SEP Integration with College Scheduler and Banner 9 Self-Service Registration roll out	DEMT, EDRS		Summer 2019 Implementation
Implement a pin reset system to capture updated student information each semester	DEMT		<ol style="list-style-type: none"> 1) Implement Spring 2019 2) 95% Students validate data each semester

Goal 2. Enhance the use of technology to influence student enrollment and drive student success (GGC strategic priority 3)

Related Objectives	Responsible Position or Group	Resources (PMSTDTP) or Authorities needed	Metrics
Develop a “Technology Roadmap” to help drive student success	DEMT		Roadmap develop by spring 2019
Banner 9 communication management rollout	DEMT, EDRS		<ol style="list-style-type: none"> 1) Stage and test by spring 2019 2) Develop and Implement by Summer 2019
Faculty Grade Entry roll out	EDRS, DEMT		<ol style="list-style-type: none"> 1) Stage and test by fall 2019 2) Develop and Implement By 2020

Goal 3. Increase Staff retention to 90% annually, through employee recognition, training and professional development (GGC strategic priority 2)

Related Objectives	Responsible Position or Group	Resources (PMSTDTP) or Authorities needed	Metrics
Improve staff recognition and communication by 1/2019	VPEMS	\$4,000/year	<ol style="list-style-type: none"> 1) One staff recognition event per month 2) One enrollment management team meeting per month 3) Weekly Directors meetings
Implement evaluation system to provide opportunities for staff feedback	VPEMS, Directors		Develop and implement manager evaluation process by Fall 2019
Support staff development and training for all employees	VPEMS		Each team member have opportunity to attend a conference and/or off campus training

Goal 4. Improve customer service with an emphasis on clarifying and enhancing the student enrollment and re-enrollment experience (GGC strategic priority 1)

Related Objectives	Responsible Position or Group	Resources (PMSTDTP) or Authorities needed	Metrics
Reduce number of students purged, by 10% (Spring 2019 and Fall 2019)	VPEM, Student Accounts		<ol style="list-style-type: none"> 1) F2017 purged 1,162 2) F2018 purged 1,591 3) S2018 purged 824 4) Spring 2019 purged approximately 650 students
Improve sense of “Welcome” to building D Phase 1 by 6/2019	VPEM, Marketing	\$15,000	<ol style="list-style-type: none"> 1) Welcome messaging/signage 2) Expand one stop shop area 3) Private meeting areas 4) Renovate presentation room 5) Signage and parking improvement
Develop comprehensive “all hands on deck” plan for EMS to serve students more effectively and efficiently during busy first week of class time. Starting 1/19.	DECS	\$1,000	<ol style="list-style-type: none"> 1) Develop, implement, assess and improve plan 2) New building mapping and signage 3) Detailed schedule for front door and document collection room

Goal 4. Improve customer service with an emphasis on clarifying and enhancing the student enrollment and re-enrollment experience (GGC strategic priority 1)

Related Objectives	Responsible Position or Group	Resources (PMSTDTP) or Authorities needed	Metrics
Enhance campus tours by improving venue, communication and presentation to all campus visitors	DAS, VPEMS	\$15,000	<ol style="list-style-type: none"> 1) Reserved parking / adding signs for visitors 2) Renovate presentation room 3) Improve pre-visit communication timing, contact and texting
Develop master recruitment communication including admissions, student accounts, financial aid, and new student connections	DAS, Marketing, VPEMS		Develop communication calendar for all admissions communications including events, recruitment, application status, residency, orientation 8/2019