

Strategy #3: Deploy Strategic Enrollment Management

The following are Strategic Enrollment Management (SEM) accomplishments to date and anticipated challenges moving forward. Cicero Consulting and Clariteq Consulting were retained to assist in the 'Enroll Student' process map (see attached) which serves as the guiding document for identifying areas for improvement and potential bottlenecks inherent in SLCC's current enrollment structure and process.

- 1. Procurement of Enrollment Rx (CRM) for admissions.** Enrollment Rx is a Salesforce-based CRM application designed specifically for higher education admissions functions. The CRM will allow us to be more strategic in our outreach efforts, better nurture potential applicants, and improve/streamline our marketing efforts. Full implementation over three phases during 2019.
- 2. Creation of a single, intuitive online admissions application form.** The new SLCC universal admissions application portal via Enrollment Rx is in development and in the first round of testing. The new application aligns with the Pathways/Areas of Study model and uses decision-tree logic to route all SLCC applicants through the appropriate questions and forms. Application decisioning for many students will be automatic, improving admission turnaround times. Admissions letters have been revised to be more welcoming and empowering to students. 'Go Live' date is March 18, 2019.
- 3. Creation of the 'Enrollment Tracker' within the MySLCC portal as the centralized digital space for students to track and receive enrollment status updates.** The Enrollment Tracker went live on Monday, October 15th and has seen great engagement. Since the Enrollment Tracker went live there have been 3,879 accesses and 2,807 unique users access the new tool.
- 4. Implementation of CampusLogic's StudentForms to submit all financial aid forms electronically.** CampusLogic launched in April 2018 and was used successfully throughout Fall 2018 start as the mechanism for submitting financial aid forms electronically. To date, 12,272 student accounts created, 1,941 parent accounts created, and 14,772 student files reviewed.
- 5. New and Improved Online Orientation.** A new online orientation for new students rolled out in April 2018. Over 4,500 students completed the orientation from May – June.
- 6. Revised Campus Viewbook and Counselor 'One Sheets.'** These marketing pieces now align with the Pathways/Areas of Study model and have been distributed at all service area high schools.
- 7. Removal of 01 decision code (pending testing) from admissions and replace with 35 decision code (applicant acceptance), eliminating the requirement to test before admission.** Language in admissions letters and other communications has changed to reframe placement testing as a tool to empower students to create a successful academic plan.
- 8. Approval and Implementation of scheduling study recommendations.** Scheduling study recommendations were implemented Fall 2018 with the exception of the add/drop policy (a committee continues to work on this scheduling study recommendation).
- 9. Clarify the role and define the focus of FYE in student transition/retention efforts.** A team of consultants (Del Smith–SLCC College of Education, Amy Bergerson–Dean at U of U, Brad Bostian–director at CCNC) did a site visit and generated recommendations. Those recommendations are being considered and examined for feasibility AVP Curt Larsen and FYE Director Richard Diaz.
- 10. Approval SEM Phase II recommendations.** Much more to come during 2019!