

**TO:** Ryan Farley, Associate Vice President for Enrollment Management  
**FROM:** Chuck Lepper, Vice President for Student Affairs and Enrollment Management  
**CC:** Denece Huftalin, President and Chair, College Planning Council; Jeff Aird, Vice President Institutional Effectiveness  
**Date:** December 2021  
**RE:** Strategy #9: Increase College Participation

This memo is to officially appoint as the 2021-22 lead for Strategy #9: Increase College Participation. In this capacity, you serve as the primary college leader to ensure we successfully implement this strategy. Please me know how I might be supportive to you in this role.

### Review of 2020-21 Recommendations

The recommendations from the Spring 2021 report were addressed in the vice president’s response in the table below.

Recommendation	Response
Continued translation of key enrollment/marketing materials into Spanish	Work has begun. Some marketing materials have been translated into Spanish and Admissions launched a Spanish version of the admissions application
Formalize West Valley/West Salt Lake County Committee	Support, but should be merged with West Side CWT
Formal data collection and analysis on why fewer college-aged individuals are opting to pursue higher education	Work closely with DSA and/or external partner to develop appropriate instruments, analysis, and reporting
Create a First-Generation Center	Needs further exploration
Continued communication with service-area ATCs to formalize articulation agreements and transfer pathways	Link to Goal 2 and develop strategy or CWT

### Charge for 2021-2022

As the strategy lead, please accomplish the following items:

1. Implement ScholarshipUniverse (Award Spring replacement)
2. Continue translation of Admissions/Marketing/Recruitment Materials into Spanish
3. Build out PLA (technology, personnel, etc.)
4. Develop and implement a recruitment and strategic enrollment management plan to support growth in the following areas: Adult Students (first-time and some college), Male Students, and West Side (collaborate with Jen Seltzer Stitt and Idolina Quijada, co-leads on the Strategy #8 CWT).
5. Analyze the impact of federal, state, and college funds on enrollment, retention and completion (i.e. New Student Scholarship – was it effective and what results did it produce). The goal here is to determine if we are “pulling the right levers” with financial aid to increase college enrollment.
6. Work with DSA to lead conversations and communicate findings on the causes of the decline in higher education participation. This may include a Provost’s forum, SLCC 360 presentation, town hall-style meeting, or other event.

## Presenting and Reporting

You will be asked to present updates at planning council, senior leadership team, or cabinet meetings. You will also meet with me and the president periodically to discuss strategy progress. We will discuss any presentation preparation needs once dates and topics are set.

At the conclusion of the year, you will need to provide a short, written report on the work accomplished. This report will be submitted to Vice President Aird on May 1, 2022.

Given our college value of collaboration, please engage relevant stakeholders as you advance this strategy, especially faculty leadership. You might consider hosting 1-1 discussions, large or small forums, direct meetings, online discussions, or custom workshops.