



To: Ryan Farley, Lead for Strategy #9
From: Chuck Lepper
CC: Jeff Aird

Date: June 16, 2022

Re: Strategy #9, Increase College Participation

Thank you for your efforts to advance this strategy. Your 2021-22 strategy report contained a review of the strategy’s background, how your team approached the strategy, challenges encountered, and recommendations for continuing the work.

Key accomplishments this academic year include:

1. Secured a new scholarship awarding platform (ScholarshipUniverse) that improves access and functionality for both the Scholarships department and Institutional Advancement.
2. Continued translation of key Admissions/Marketing/Recruitment materials into Spanish.
3. Developed and implemented recruitment strategies to support growth in the following areas: Adult Students (first-time and some college), Male Students, and West Side Communities.
4. Analyzed the impact of federal, state, and college funds on enrollment, retention and completion. Specific analysis was completed on block grants and debt forgiveness.
5. Worked with DSA to lead conversations and communicate findings on the causes of the decline in higher education participation.

I have reviewed the recommendations from the strategy report and provided a response to each in the table below.

Recommendation	Response
1. Continue translation of Admissions/Marketing/Recruitment materials into Spanish with specific emphasis on the SLCC website	This recommendation is accepted. Please focus on the Admissions and Financial Aid web pages as next steps, along with working towards bilingual phones services for the top 20 most requested services at SLCC. Pursue

moving towards being fully bilingual.	phone options associated with SLCC's adoption of RingCentral.
2. Update the "Enroll Student" process map to include changes made over the past four years.	This recommendation is accepted. It's suggested that the SEM Committee be utilized as the vehicle for advancing this work, along with the recently dedicated operations time with SALT members.
3. Research and potentially engage third-party services as potential partners in targeted recruitment of adult learners and engaging with SLCC stop-outs.	This recommendation is accepted. Please move forward with securing CollegeAPP for adult learner outreach/recruitment and Motimatic for stop-out engagement. Please continue to research and surface any other potential technological solutions.
4. Collaborate with USHE and the UCAC advisors to revive FAFSA completion efforts at the high-school level.	This recommendation is accepted. Engage with the Financial Aid department and create a plan for working with USHE and UCAC as well as our own internal FAFSA completion efforts.

Charge for 2022-23

After reviewing this year's strategy/CWT charge (found on the [CPC SharePoint site](#)), and the recommendations from your year-end report, I have determined the charge for next year will include the following elements:

- Continue translation of Admissions/Marketing/Recruitment materials into Spanish
- Update the "Enroll Student" process map to include changes made over the past four years



- Research and potentially engage third-party services such as [CollegeApp](#) and [Motimatic](#) as potential partners in targeted recruitment of adult learners and engaging with SLCC stop-outs.
- Collaborate with USHE and the UCAC advisors to revive FAFSA completion efforts at the high-school level.

You will be asked to present updates on your progress at the College Planning Council, Senior Leadership Team, and/or Executive Cabinet. At the conclusion of the year, please prepare a short, written report on the work accomplished and recommendations for the next academic year. This report will be submitted to the executive sponsor and Vice President Aird by June 1, 2023.

Implementation Action Plan

Proposed Action (charge element)	Deliverable	Due By (date)	Assigned to (Person)
Continue translation of Admissions and Marketing/Recruitment materials into Spanish	Translated web pages in Admissions and Financial Aid	January 31, 2023	Ryan Farley Kate Gildea-Broderick Joshua Montavon
Update the “Enroll Student” process map	Completed process map and outline of completed and/or proposed changes	April 1, 2023	Ryan Farley SEM Committee
Research and engage third-party services to assist with recruitment	At a minimum CollegeAPP and Motimatic platforms functional and being fully utilized	CollegeAPP – July 1, 2022 Motimatic - August 1, 2022	Ryan Farley Salote Brown
Revive FAFSA completion efforts with USHE & UCAC	List of FAFSA completion events held, dates, attendance, and	April 1, 2023	Ryan Farley Joshua Montavon Caroline Bitter



outcomes along with future plans.		
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