Community College of Philadelphia
Enrollment Management Plan
2008-2012

Implementation Progress Report 2011-2012	Progress Level					
	1	2	3	4	D	E
Recruitment						
KPI: Increase in new student headcount and full-time equivalent						
Focus Area -- Youth Market						
Establish partnerships with identified high schools to provide year-long programming experiences for 11th and 12th graders	08-09	09-10 10-11 11-12				
Enhance campus visit days by coupling the campus tour with a mini information session	08-09	09-10				
Enhance junior discovery day to include practical application of the steps to enrollment, in addition to hands-on activities in selected programs of study	08-09			09-10 10-11 11-12		
Establish improved communication mechanism to inform guidance counselors of program offerings, academic services and steps to enrollment	08-09	09-10	10-11 11-12			
Establish process to inform students in the dual enrollment program about advantages of degree completion at the College	08-09 09-10	10-11 11-12				
Engage community agencies working with and within schools to inform them about the College's program offerings, academic services and steps to enrollment	08-09	09-10		10-11		
Collaborate with GED programs to present the College's credit programs of study, short-term certificates and dual admissions to program graduates	08-09	09-10 10-11			11-12	
Improve process to inform students with Philadelphia residency, enrolled at targeted colleges and universities, about summer course options and course transferability	08-09	09-10 10-11	11-12			
Enhance communication strategies to provide specific information about programs of study and steps to enrollment for prospective students	08-09	10-11	11-12		09-10	
Collaborate with Department Chair or Program Coordinator to promote new or under-enrolled programs of study	08-09	09-10	10-11	11-12		
Enhance admissions process for students applying to a "select" program	08-09	09-10 10-11 11-12				

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Re-structure format of campus-based information sessions to be in-depth by instituting program-specific information sessions	08-09		09-10 / 10-11		11-12	
Enhance process of informing walk-in students coming to the Welcome Center or Enrollment Services area about steps to enrollment, programs of study and academic services	08-09		09-10			
Collaborate with Archdiocese leadership to exchange student information and present dual enrollment and dual admission options to high school juniors and seniors					08-09 / 09-10 / 10-11 / 11-12	
Create an information session to inform parents about programs of study, steps to enrollment and other opportunities at the College	09-10		10-11 / 11-12		08-09	
Develop a partnership with home-school associations	09-10				08-09 / 10-11 / 11-12	

Focus Area -- Adult Market

	1	2	3	4	D	E
Develop process to inform adult students with prior earned credits about opportunities for earning a degree	08-09	09-10	10-11			
Collaborate with Veterans' Affairs Coordinator and veterans' agencies to inform veterans and active duty personnel about the College's programs of study and support services	08-09	09-10	10-11			
Collaborate with Academic Affairs and Marketing to promote new programs of study to new and current students	08-09	09-10 / 10-11	11-12			
Review and modify where necessary processes that are barriers for adults to enroll at the College	08-09	09-10 / 10-11	11-12			
Develop segmented recruitment strategies that are aligned with academic program offerings	08-09	09-10	11-12			
Collaborate with the Re-entry Program to inform participants about certificates (credit/non-credit) and degree options	08-09		09-10		11-12	
Collaborate with external agencies (e.g. Graduate! Philadelphia) to promote the College and enhance enrollment opportunities to the College	08-09	09-10	11-12			
Collaborate with Corporate Solutions in outreach initiatives with city agencies, non-profit organizations and businesses in order to engage individuals seeking job enhancement through degree or certificate	09-10	10-11	11-12	08-09		

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	1	2	3	4	D	E
Focus Area -- International Students						
Collaborate with cultural groups/agencies and local businesses working with individuals from targeted countries	08-09 09-10	10-11 11-12				
Collaborate with language school representatives in surrounding colleges/universities and provide updated information about steps to enrollment for F-1 students	08-09	09-10			11-12	
Develop recruitment and outreach activities targeted toward students from Vietnam and Korea	08-09	09-10 11-12			10-11	
Redesign International Student web page on College site to provide more information to F-1 students about steps to enrollment at the College and advantages of studying in Philadelphia	08-09 09-10	11-12			10-11	
Actively promote the financial and academic advantages of completing a degree at the College	08-09		09-10			
Create opportunities for social activity and community building in order to increase an international student's cultural and societal understanding of the country and ease their transition to a new environment	08-09		09-10 11-12			
Boost communication strategies by providing frequent information about federal regulations, required paperwork and the College's steps to enrollment	08-09		09-10			
Develop packet of information and strategies for faculty and staff visiting targeted countries who are willing to engage in outreach activities	09-10	10-11			08-09 11-12	
Participate in annual AACC community college fairs in Southeast Asia as scheduling and funding permits					08-09 09-10 10-11 11-12	

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Marketing						
Focus Area -- Youth Market						
Build relationships with high school guidance counselors and teachers	08-09 09-10				11-12	
Update recruitment communications to support increased conversion rates of walk-ins, prospects and applicants who register	08-09 09-10	10-11				
Support and follow-up materials for high school workshops aimed at public, charter and Archdiocese schools		08-09				
Direct mail campaign inviting high school juniors to Junior Discovery Day		08-09			11-12	
Support and follow-up materials for workshops/information sessions for parents		08-09			11-12	
Build relationships with community agencies, home schooling associations, GED programs and key influencers		08-09				
Increase outreach to students with Philadelphia residency currently enrolled at target colleges and universities about summer course options and transferability of credits		08-09				
Direct mail campaign aimed at freshmen through seniors announcing campus-based information sessions/open houses					08-09 09-10 10-11 11-12	
Purchase SAT/PSAT lists for Philadelphia County and send direct mail campaign about dual admissions with participating colleges					08-09 09-10 10-11 11-12	

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Focus Area -- Adult Market						
Recruitment strategies aimed at active military and veterans	08-09 / 09-10 / 11-12					
Inform adults with prior earned credits about opportunities for earning a degree through targeted organizations, campus information sessions and highlighting diverse, exciting and in-demand programs of study	08-09					
Admissions, Marketing and Academic Affairs to create strategies to promote new programs to prospective students	08-09					
Marketing and Academic Affairs to create strategies to promote new programs to current students	10-11				08-09 / 09-10	
Collaborate with Corporate Solutions and Admissions to conduct zip code analyses of the city in order to create message-specific promotions for targeted audiences	10-11 / 11-12				08-09 / 09-10	
Focus Area -- International Students						
Redesign International Student web page	08-09					
Collaborate with cultural groups, agencies and local businesses working with targeted countries	08-09					
Direct mail campaign to TOEFL takers from College Board					08-09 / 09-10 / 10-11 / 11-12	

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Retention						
KPI: Increase student retention rate						
Focus Area -- All Students						
Implement targeted interventions and strategies for increasing male students' participation in both academic engagement and social engagement activities to improve success rates	08-09 / 09-10	10-11 / 11-12				
Establish mentoring opportunities for male students	08-09 / 09-10	10-11 / 11-12				
Produce "This Week at the College" announcement series	08-09	09-10				
Evaluate current FOS 101 for sustainability and expansion	08-09	09-10	10-11	11-12		
Improve in-person orientation experience of new students by providing them with a comprehensive and multi-touch approach	08-09		09-10	10-11		
Use academic (program) identifiers to target and inform new and continuing students of resources and opportunities	08-09 / 09-10 / 10-11 / 11-12					
Provide additional support to athletes	08-09 / 09-10 / 10-11	11-12				
Create connection opportunities between students enrolled in large curricula (Liberal Arts; Culture, Science and Technology; and Business) and appropriate College staff and faculty	08-09 / 09-10 / 10-11				11-12	
Develop a "Welcome Week" set of activities	08-09	09-10				
Develop and implement early alert system	08-09					

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Establish and promote on-line orientation	08-09 (green, cols 1–4)					
Conduct focus groups with target populations who are persisting to determine success factors	08-09 (green, cols 1–4)					
Identify pre-probation characteristics of students in order to intervene prior to students being placed on academic probation	09-10 / 10-11	11-12			08-09	
Establish requirement for all degree-seeking students to schedule an "Academic Check-up" meeting before earning 24 credit hours to review and revise their educational plan as necessary	09-10 / 10-11				08-09 / 11-12	
Facilitate discussions to broaden present effective program-based support service strategies to a more systemic approach	09-10 / 10-11	11-12			08-09	
Use demographic (race/gender/age) identifiers to target new and continuing students to inform of resources and opportunities	11-12				08-09 / 09-10 / 10-11	
Collaborate with "Parity Task Force" to support academic (inside the classroom) efforts with co-curricular (outside the classroom) efforts					08-09 / 09-10	10-11
Develop "Promising Practices" web site resource documenting student engagement strategies employed by specific curricula and individual faculty members; include non-CCP "Promising Practices" reflecting what other institutions are doing					08-09 / 09-10 / 10-11 / 11-12	
Develop and implement recognition strategies for programs and individuals involved in student retention activities	11-12				08-09 / 09-10 / 10-11	
Explore use of Act Compass placement test demographic section	11-12				08-09 / 09-10 / 10-11	
Develop and implement a process to assist students in the development of an individual academic plan as a guide for course selection and ongoing assessment of career goals	09-10 / 10-11 / 11-12				08-09	

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Student Enrollment Services						
KPI: Improve student satisfaction						
Focus Area -- All Students						
Develop additional on-line web services for students including requests for excused withdrawals, record challenges, curriculum changes, and transfer credit evaluations through *My* CCP	08-09	09-10 / 10-11		11-12		
Establish on-line data entry and approval process for credit by examination	08-09	09-10 / 10-11			11-12	
Establish on-line data entry and approval process for credit for life experience	08-09	09-10 / 10-11			11-12	
Develop and implement on-line transcript request process utilizing Banner functionality	08-09 / 09-10 / 10-11					11-12
Develop paperless admissions application process utilizing document imaging	08-09	09-10 / 10-11			11-12	
Implement admissions priority deadline date	08-09	09-10				
Create an admissions welcome packet	08-09	09-10			10-11 / 11-12	
Conduct business process analysis to identify inefficiencies, redundancies, and cross-departmental relationships to facilitate the effective realignment of tasks and functional responsibilities	08-09	09-10	10-11	11-12		
Design a self-service process to allow students to calculate estimated tuition and fees (Tuition Estimator)	08-09 / 09-10	10-11				
Develop a process to allow students to do drop and add using self-service after start of term	08-09	09-10 / 10-11			11-12	

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Extend usage of Banner CAPP (degree audit model) to include students, academic advisors, and counselors	08-09 / 09-10 / 10-11					11-12
Develop service standards for College errors	08-09 / 09-10 / 10-11	11-12				
Implement Banner functionality to allow the College to administer the direct lending program for student loans	08-09	09-10				
Implement ACH/Check by phone payments to provide another option for students to pay tuition	08-09 / 09-10	10-11	11-12			
Develop an on-line payment plan application enabling students to enroll in Tuition Payment Plan via the web	08-09 / 09-10 / 10-11	11-12				
Develop an on-line method for processing P&P 5 (attendance) drops through *My* CCP	08-09	09-10	10-11			
Establish on-line process for faculty/administrators to approve and update registration records to change from credit to audit status	08-09	09-10 / 10-11 / 11-12				
Develop Fact Sheets for alternative learning experiences including AP, credit by examination, credit for life experience, CLEP and SOC	08-09 / 09-10 / 10-11 / 11-12					
Develop on-line registration for developmental, probationary, and ESL students (implemented for developmental students)	08-09 / 09-10 / 10-11 / 11-12					
Work with ITS to develop online scheduling software for Academic Advising appointments	08-09 / 09-10 / 10-11	11-12				
Design a process for Guest students to receive acceptance acknowledgement via e-mail	08-09	09-10				
Design a self-service process that shows a student's enrollment profile (My Enrollment Profile)	08-09 / 09-10	10-11				

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Implement Banner web admission application			08-09			
Develop and implement group web registration for new students			08-09			
Develop an on-line process for Guest students to request course waivers, submit required documentation, and complete registration			08-09			
Develop a process for Advisors and Counselors to remove Alternate Pin to allow students to web register			08-09			
Implement a debit card feature to allow students' financial funds to go directly to their accounts (one-card system)					08-09 / 09-10 / 10-11 / 11-12	
Develop and implement an enrollment services one-stop shop Internet site (CCPOne)					08-09	09-10
Develop and implement simplified, integrated INB Enrollment Services forms					08-09	09-10
Pre-determine course load based on program criteria, curriculum and student preferences based on program placement (course blocking schedule)					08-09	09-10
Utilize features of the new phone system to send reminder communications to students regarding testing, registration, financial aid, and payment deadlines	10-11 / 11-12				08-09 / 09-10	

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