

**Community College of Philadelphia
Enrollment Management Plan
2013-2017**

<i>Implementation Progress Report for 2013-2014</i>	Progress Level					
	1	2	3	4	D	E
<i>Recruitment and Enrollment</i>						
<i>Increase traditional student enrollment headcount</i>						
Develop strategies to attract greater numbers of high academic achievers	13-14					
Build new relationships with prospective students	13-14					
Develop new and stronger relationships with high school counselors	13-14					
Re-design acceptance materials packages	13-14					
Leverage external name sources to increase applicant pool	13-14					
Develop communication plan for registration and attendee tracking follow up	13-14					
Refine advertising (postcards, mailers) to mirror marketing changes	13-14					
Develop and implement communication streams for all populations	13-14					
Guest student marketing for Summer and other terms	13-14					
Admissions presence at all campuses	13-14					

KEY:

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- 3 = Deeply deployed; substantial elements of a project may be nearly or fully completed; 75% to goal and beginning to have results.
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<i>Increase student enrollment headcount</i>						
Expand community-based organization recruiting	13-14					
Promotion plan for online learning					13-14	
Online chat for student questions					13-14	
Online Open House/Information Sessions	13-14					
Become sophisticated event planners and managers	13-14					
Admissions /recruitment presence at all campuses	13-14					
Online chat functionality developed					13-14	
Expand record/video stream open houses/information presentations					13-14	
Pathfinder Program initiation and expansion	13-14					
Develop promotional plans for webinars and other cyber offerings	13-14					
Research and develop active military recruitment strategy	13-14					
Develop service model for Veteran Center	13-14					

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<i>Create enrollment processes which save time and money, while also improving efficiencies</i>						
Develop sophisticated communication plans for all populations	13-14					
Redesign territory/school recruitment organization based on historical data	13-14					
Implement address verification processes	13-14					
Design and implement Nursing workflow using BDMS and Banner checklist					13-14	
Design and implement workflows for various target populations/processes	13-14					
Fully implement the CRM software	13-14					
Capture all self-initiated inquiries	13-14					
Streamline placement testing process	13-14					
Leverage Customer Relations Management Tool	13-14					
Increase in attendance at weekly information sessions and open houses	13-14					
Relationship management with faculty	13-14					

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Relationship management with alumni	13-14					
Appointment reminders to placement and registration appointments	13-14					
Automated phone calls	13-14					
Market regional site-specific programs	13-14					
Increase show rate for testing and events	13-14					
<i>Increase international student (F-1 visa) enrollment</i>						
Increase College's international presence	13-14					
Develop online marketing and outreach	13-14					
Be visibly sensitive and supportive of language differences	13-14					
Collaborate with cultural groups/agencies and local businesses representing target countries	13-14					
Collaborate with language school representatives in surrounding colleges/universities					13-14	
Develop marketing in languages target	13-14					

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Re-design International Brochure to provide more information about F-1 student steps to enrollment	13-14					
Collaborate with international agencies	13-14					
Build specific guaranteed admission programs (2+2) marketing					13-14	
Create relationships with international high schools and counselors	13-14					
Increase web/online activity	13-14					
Attend select recruitment fairs (Linden, AEO, USEG)					13-14	
Redesign ISS page on College website to be more user-friendly	13-14					
Reduce application processing time	13-14					
Increase communication and guidance to applicant pool	13-14					
Increase communication and guidance to accepted students	13-14					

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Develop mobile friendly web presence	13-14					
Earlier placement testing and course registration	13-14					
Include TOEFL/IELTS score for admissions requirement	13-14					
Develop trackable multi-function online functionality					13-14	
Actively promote the financial and academic advantages of completing a degree at the College	13-14					
Create opportunities for social activity and community building for international students	13-14					
Offer student service workshops based on student needs and areas of interest	13-14					

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<i>Retention</i>						
<i>Enhance Communication with Faculty/Staff</i>						
Formalize process for requesting all communications to employees	13-14					
Create "Faculty Communication Advisory Group"					13-14	
<i>Enhance Communication with Students</i>						
Build single database of ongoing (annual or semester) messages for all students	13-14					
Create database of single- request messages for all students	13-14					
Formalize process for requesting all communications to students	13-14					
<i>Identify new and innovative mechanisms, products, etc., for enhancing communications with faculty and staff</i>						
QR codes						13-14
Facebook	13-14					
Other Social Media tools	13-14					

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Pop-up alert messages for MyCCP log-in screen					13-14	
Screen savers options for download					13-14	
Redesign of MyCCP Employee tab to have single communication channel					13-14	
Include QR code technology on print publicity/marketing						13-14
<i>Identify new and innovative mechanisms, products, etc., for enhancing communications with students</i>						
QR codes						13-14
Facebook	13-14					
Other social media tools	13-14					
Use of video to convey information	13-14					
Develop student communication tool(s) for communicating with the College (e.g., "Speak Up")	13-14					
Pop-up alert messages for MyCCP log-in screen					13-14	
Screen savers in computer labs/computer classrooms					13-14	
Redesign of MyCCP Student Tab to have single communication channel	13-14					

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Use of Canvas	13-14					
Implement OrgSync	13-14					
Include QR code technology on print publicity/marketing						13-14
Track student usage of MyCCP					13-14	
Track student usage of email					13-14	
Hard copy letter to non-users of MyCCP and/or email	13-14					
<i>Student Development</i>						
Create electronic system of clear, accurate and correct information including synopsis of services, hours, location, contact name, phone number, email, links to department webpage or Facebook	13-14					
Create a plan to update the system (online)					13-14	
Create a referral process that is part of the system: standard steps to complete, standard form, online					13-14	
Obtain student feedback through simple online evaluation instrument: link from online system, few questions	13-14					
Obtain faculty feedback through referral evaluation					13-14	
Conduct professional development for faculty and staff on the system and the referral process	13-14					

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<i>First 30-credit Experience</i>						
Provide students with online tools to assist in goal setting, academic planning, career development and financial management	13-14					
Implement a mandatory New Student Orientation Program that incorporates an introduction to the College, campus resources, diversity training, sexual assault and harassment training, student engagement activities, and a review of student rights and responsibilities	13-14					
Develop and implement a comprehensive student success series (career development, transfer, financial planning, life skills, academic success strategies, etc.)	13-14					
Develop and implement a mandatory course sequence for gatekeeper courses				13-14		
Require that students take or test out of one computer literacy course as part of the first 12 credit hours				13-14		
Require that students complete math requirement prior to earning 30 credit hours				13-14		
Develop and implement mandatory student success touch-points to ensure students remain on track to goal completion	13-14					
Implement a mandatory college success course to provide students with key strategies for success, an understanding of how to read a syllabus, academic standards, student code of conduct, goal setting, academic planning, career development and financial management				13-14		
Develop and implement a multi-level mentor program	13-14					
Implement a more active response for students who receive an Early Alert	13-14					

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<i>Student Services</i>						
<i>Strengthen delivery of student services across the College through enhanced delivery of existing services and new initiatives</i>						
Establish process mapping across areas to determine efficiencies and identify performance gaps	13-14					
Improve customer service across areas	13-14					
Develop strategies to address weaknesses and opportunities identified in Noel Levitz Student Satisfaction Survey and CCSSE					13-14	
Explore implementation strategies associated with My Degree Path	13-14					
Review and modify policies and practices that are identified as barriers for student success	13-14					
Develop and implement a holistic approach supporting students' financial, legal, tax preparation and social needs	13-14					
Identify mechanisms for establishing predictive analytics	13-14					
Continue enhancements to student lounge space that encourages active engagement	13-14					
Identify opportunities associated with service-learning	13-14					
Launch internal marketing campaign with a focus on student completion	13-14					

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Develop external partnerships associated with student persistence and completion	13-14					
Explore opportunities to offer summer enrichment programs for incoming new students	13-14					
Increase intentionally designed professional development opportunities	13-14					
Use demographic (race/gender/age) identifiers to target new and continuing students to inform of resources and opportunities to improve academic outcomes and student satisfaction	13-14					
Develop initiatives to promote, encourage and highlight student success	13-14					
Establish Innovative Ideas Committee					13-14	

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