Community College of Philadelphia
Enrollment Management Plan
Milestones
2009-10

Recruitment
• Implemented a priority application date for new applicants.
• A web-based RSVP form was created to capture accurate data for individuals planning to attend an open house at any campus location. The data enabled effective event planning and post-event follow-up. Faculty representation at open houses increased which enabled prospective students to receive program-specific information.
• Implemented batch processing of submitted admission applications and communication plan for applicants.
Marketing
• 2009 market research assessment: the College is increasingly associated as being the "Path to Possibilities" for Philadelphia businesses and residents; keywords used to describe the College have changed for the better, solid niche in the market with respect to affordability; more media (advertising) recall among Philadelphia residents; College communications are reaching the intended markets.
• Movement toward a greener, more cost-effective communications strategy by migrating major publications to an online-only format, including the College Catalog.
• Launched two American Recovery and Reinvestment Act of 2009 grant-funded program initiatives: Kick Off Your Career and Job Ready Training Program.
Retention
• Combined registration and orientation into Student Orientation and Registration (SOaR) providing students with the opportunity to become more familiar with the College through student orientation leaders, walking tours and group development activities.
• "Stress Less for Finals" was created to help students identify strategies for their own academic success in addition to increasing engagement and satisfaction.
• Created the Center for Male Engagement gearted toward first time in college African American male students to provide male students with support coaches, counseling, academic support, life skills workshops, cultural enrichment activities and financial assistance to increase student engagement and social responsibility.
Student Enrollment Services
• Full implementation of direct lending program.
• Full implementation of on-line enrollment process for Guest Students.
• Implementation of self-service process to allow students to drop, in addition to adding, courses after the start of classes.