Community College of Philadelphia
Enrollment Management Plan
Milestones
2010-11

Recruitment

- Launched the Return to Learn (R2L) discount program for city employees (adult learners) in August 2010.
- In Fall 2010, initiated the enhanced Open House on the Main Campus to include Dual Admission partners and a parent program.
- Launched the Admissions Facebook page in March 2011.

Marketing

- Grand opening of the Northeast Regional Center in April 2011; two weeks of events reaching all of the College's target audiences; dedicated NERC advertising campaign in spring 2011; launched NERC microsite.
- Program-specific marketing: launched customizable electronic brochure on College website which allows prospective students to create and download a personalized brochure that contains their selected programs and services of interest; created a program guide brochure which is an at-a-glance guide to all of the College's degree and certificate programs.
- Online: Began College-wide website redesign process; ran a yearlong Google AdWords/dedicated landing page campaign which allowed us to build a database of prospects and begin an email outreach campaign to prospects; developed social media guidelines, created College Facebook and Twitter pages, and began to work with other areas in the College to help them create and manage their Facebook pages.

Retention

- Supported by a grant from the Open Society Foundations, the College established Project Achieve to provide personal and academic support to first time in college African American males. The program began with a summer program in August 2011.
- An enhanced new student orientation experience, Academic Welcome, was implemented in fall 2010 as part of the revamped comprehensive orientation program.
- FOS101 was assessed, and the number of sections offered was increased from 9 in 2009-2010 to 31 in 2010-2011.
- The position of Student Life Coordinator, Regional Centers was created in 2010 in an effort to provide more comprehensive programs and activities to encourage community development and engagement at the Regional Centers.

Student Enrollment Services

- Implemented a new *My*CCP communication tool for students, *My Enrollment Profile*, allowing students to view personal and enrollment data all on one page.
- Instituted an online procedure for instructor-initiated student withdrawal (Policy & Procedure #5).
- Developed and implemented an on-line process allowing students to calculate estimated tuition and fees (Tuition Estimator).