

Community College of Philadelphia

Enrollment Management Plan

Milestones

2011-12

Recruitment
<ul style="list-style-type: none"> New Welcome Center was opened and served over 11,000 prospective students last year. This Center consolidates services associated with helping new students and their families understand the benefits and opportunities of attending the College. Admissions Office expanded online/webcast offerings and refocused campus Open Houses to promote application completion. Implemented the Net Price Calculator for students and families to calculate the estimated financial aid available.
Marketing
<ul style="list-style-type: none"> Annual marketing plan featured specific College programs and positioned the College as the “smart path to a bachelor’s degree.” Successfully completed first phase of College website redesign, resulting in a site map and design templates for phase two site build. Increased local and national media outreach including <i>The New York Times</i> article about student Christopher Thomas that brought national exposure and donations, and <i>The Philadelphia Inquirer</i> story on three of the College’s graduates, etc.
Retention
<ul style="list-style-type: none"> A \$500,000 grant was awarded by the Open Society Foundation’s Campaign for Black Male Achievement to establish Project Achieve, supplementing the work of the College’s Center for Male Engagement geared toward assisting African American males to improve academic performance and persistence. The Center for Male Engagement received the 2012 Lee Noel and Randi Levitz Retention Excellence Award for its commitment to student retention and student success. The College’s student success course, FOS 101, was evaluated and renamed COL 101. The number of sections offered in the Fall 2012 term were increased by 47% in comparison to Fall 2011. The College received a \$10,000 grant from the Patricia Kind Family Foundation to establish the Homeless Student Support Project geared toward assisting 25 students who are homeless, near homeless or food insecure. The revised New Student Welcome was launched in Fall 2011 resulting in an increase in student participation from a 38 percent show rate in Fall 2011 to a 70 percent show rate in Fall 2012. An assessment model for the Division of Student Affairs programs and services has been developed to establish a systemic mechanism for making data-driven decisions to improve student outcomes based on strategic goals and objectives, data analysis and accountability measures for student success. Campus Life implemented departmental Student Learning Outcomes based on the Council for the Advancement of Standards in Higher Education to create programming and initiatives that promote holistic student development.

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<ul style="list-style-type: none"> • A new College mascot and spirit squad were launched to promote school spirit and student engagement.
Student Enrollment Services
<ul style="list-style-type: none"> • The Federal Student Aid Program Participation Agreement was unconditionally renewed through December 31, 2017. • There were no financial aid audit findings for 2011-2012; the College maintained its low risk auditee status. • Office of Financial Aid significantly expanded service hours at the Regional Centers. • Office of Financial Aid disbursed more than \$93 million in student aid, representing an increase of 5.5 percent over 2010-2011. • As a result of extending the deadline to August 1, the number of PHEAA eligible students at the College increased by 32 percent. Total awards for the PHEAA State Grant increased 70 percent from \$1.7 million to \$2.9 million. • Developed “Financial Aid Facts,” a publication to inform and educate students and the College community about student financial assistance. The first issue was published in March 2012. • One-stop integrated enrollment services area (Enrollment Central) was implemented, transforming the delivery of student services, making it easier and more efficient for students to obtain enrollment-related services. • My Enrollment Profile was enhanced to allow students to view placement scores, modify addresses, and perform other self service activities. • Graduated the largest class in College history which included 1,823 students being awarded 2,037 degrees and academic certificates. • Awarded more than \$685,000 to students for on- and off-campus work which funded more than 354 federal work study positions. Obtained an additional \$206,660 in PHEAA matching funds to further support the college work study program. • Launched a campaign to advise students regarding new federal financial aid standards for measuring academic progress. Workshops were held at the Main Campus and Regional Centers. Presentations were also scheduled during Professional Development Week.