

Community College of Philadelphia
Enrollment Management Plan
Milestones
2012-13

Recruitment
<ul style="list-style-type: none"> • Programming and promotion for Open Houses was refined and expanded with an increase in attendance from 251 in 2008 to 951 in 2012. • The Admissions Office (Recruitment) is now offering a rotating schedule of interactive webcasts to address the most frequently asked about topics including Steps to Enrollment, Financial Aid Basics, Placement Testing Basics, Dual Admissions/Transfer, and Basics for Veterans. • In 2012, the College was designated as a Top Military-Friendly College by Military Advanced Education, the Journal of Higher Learning for Today's Servicemember. • The Pathfinders Program was launched in April 2013 to identify and support City of Philadelphia community volunteers. These Pathfinders will assist first-generation college students to gain access to education at the College and mentor these students to help them succeed. • Launched a new electronic admissions application process in March 2013 to simplify the admissions process. • Elected to join the National Junior College Athletic Association (NJCAA) to further promote intercollegiate athletics.
Marketing
<ul style="list-style-type: none"> • The new Colonial Phil marketing campaign was launched. A Facebook page was created, and the mascot became the face on major student publications such as the Student Handbook and Colonial Card. • Substantially augmented College-wide and audience- and program-specific marketing, advertising and promotional outreach, including implementing social media and targeted direct mail campaigns, increasing frequency of mail communications and hosting events.
Retention
<ul style="list-style-type: none"> • The Homeless Student Support Project was established in Fall 2012 to assist students who are homeless, near homeless or food insecure. In 2012, 25 students were enrolled in the program, and 80% successfully completed the program. • Administered the Noel-Levitz Student Satisfaction Survey in April 2013; results are being used in planning for 2013-14. According to IR Report #236, <i>Student Satisfaction with Student Services, Academic Services, and Campus Climate: A Comparison of Student Satisfaction in 2010 and 2013</i>, student satisfaction levels were higher in 2013 than in 2010 across all eight student satisfaction scales. • The timing of the New Student Welcome was moved up one week to provide students with additional time to address any identified issues prior to the start of classes. • Established a retention plan for student athletes in order to maintain eligibility under the NJCAA guidelines, including mandatory study hall for at-risk athletes.

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Student Enrollment Services
<ul style="list-style-type: none">• Increased services, service hours, communication and programming in the Office of Financial Aid to better educate students on available resources, help students better calculate tuition and fees, and enable more students to apply for and receive financial assistance. In Fall 2012, 72% of all students received partial or total financial aid compared with 54% in fall 2009.
<ul style="list-style-type: none">• The Office of Financial Aid conducted more than 300 financial planning workshops at the Main Campus and Regional Centers and multiple student academic progress workshops at all campuses to alert students to the new changes in the academic progress policy.
<ul style="list-style-type: none">• Implemented numerous technological enhancements (including imaging of documents and electronic transcript services) to improve processes and services to students.
<ul style="list-style-type: none">• Soft launch of My Degree Path occurred in March 2013; full implementation is planned for Fall 2013. My Degree Path will allow students to review past/present academic coursework and make decisions regarding future program progression and courses.
<ul style="list-style-type: none">• Relocated the Veterans Resource Center, International Student Services and Counseling to space adjacent to Enrollment Central improving access, efficiency of services, and visibility to students.