

**Community College of Philadelphia
Enrollment Management Plan
Milestones
2008-09**

Recruitment
<ul style="list-style-type: none"> • Launched the new online admission application on January 8, 2009. The new application has enabled Admissions to expedite the processing of admission application and communication with an applicant.
<ul style="list-style-type: none"> • Implemented a new communication plan for all applicants by increasing the frequency of reminder postcards and letters that actively move students through the enrollment pipeline.
<ul style="list-style-type: none"> • Launched the My Degree Now program in August 2008 for Philadelphia residents who had prior college credits, did not complete a degree and had been absent from school for two or more years.
Marketing
<ul style="list-style-type: none"> • Publications developed to include: new search piece; series of five postcards created to move applicants through the process from application to enrollment; created College materials specific to veterans; and increase to Guest Student advertising and marketing efforts.
<ul style="list-style-type: none"> • Launched comprehensive My Degree Now campaign; and Pathways and CareerFocus magazines to promote specific and/or new programs to prospective students.
Retention
<ul style="list-style-type: none"> • Early alert system has been fully implemented, and a risk index has been created as a basis for analysis.
<ul style="list-style-type: none"> • An on-line orientation program was created and in-person new student orientation was modified by dividing large groups into more manageable size groups for more intimate interactions with students.
<ul style="list-style-type: none"> • Welcome Week activities were implemented in spring 2009.
Student Enrollment Services
<ul style="list-style-type: none"> • New student registration process was completely modified to include the use of web registration and offering a financial planning component.
<ul style="list-style-type: none"> • Guest student admission and registration process was redesigned to be a fully online process.
<ul style="list-style-type: none"> • A new course finder was developed and launched.
<ul style="list-style-type: none"> • Web registration of continuing developmental students was implemented.