Community College of Philadelphia
Enrollment Management Plan
Milestones
2013-2014

Recruitment and Enrollment
• Hobson's CRM (customer relationship management software) installed and implemented.
• Admission email messages and letters revised to better communicate admissions processes.
• Monthly admission information sessions added to event schedule for regional sites.
• Email reminders for SOAR and placement test appointments (previously contacted via phone only).
• Daily exception reports automated for processing applications which reduces the need for manual processes.
• Increase in international student enrollment by 18%.
• International student applications accepted online; increase in fall applications by 75%.
• Continued to add webcast topics and added to the Hobson's Event page to better promote the events.
Retention
• Electronic process for sending email or personal announcements to students was fully implemented.
• My Colonial Community powered by OrgSync was fully implemented. In addition, an app was recently implemented allowing students to access the site on their smart phones.
• Phase 1 of MyGPS was fully implemented.
• A Student Success Support Coach was hired to implement a more active response to students receiving an early alert.
• Colonial Colleagues, a peer mentoring program, was fully implemented.
• Student lounge spaces across campus were redesigned with new or improved furniture, providing a variety of options for active engagement.
• A Student Affairs Professional Development work group was established and has offered some initial workshops.
Student Services
• My Degree Path was implemented College-wide in September 2013. Access to faculty/advisors was made available via *My*CCP. This tool has been used to identify data issues that prevented the previous audit tool, CAPP, from being fully implemented. Efficiencies continue to be realized in the area of graduation record evaluation.
• Overall, Degrees and Certificates Awarded and Students Graduated in 2013-2014 (2,243 and 1,993 respectively) have surpassed the total number of Degrees and Certificates Awarded and Students Graduated in 2012-2013 (2,040 and 1,791 respectively).
• The new customized on-line guest student process has increased student usage of on-line services. More than 95% of all guest students are using the on-line services and fewer students are in line; this is a 10% increase from last year.
• Document management services have been secured for the microfilm conversion project; project completion is expected in the next month.
• Financial Aid TV was implemented and integrated with the College website to provide students and applicants with information on financial literacy.