HANDS ON STRATEGIC ENROLLMENT MANAGEMENT

BLENDING DATA, STUDENT SERVICES, AND INSTRUCTION TO INCREASE ENROLLMENT
CO-CONSPIRATORS & CHANGE AGENTS

• Dr. Erik Cooper, Dean Research & Planning
• Dr. Beth Ervin, Dean Enrollment Services
• Lucas Moosman, Executive Dean Enrollment Management
OUR TEAM

• Research and Planning
• IIT
• Marketing
• Enrollment Services & Counseling
• Instruction Office
• Instructional Divisions and Departments
• Facilities
PURPOSE OF THE SESSION

• Spark integrated SEM ideas
• Encourage you in a direction you are already going
• Share our approach and toolbox
LET’S DIVE IN!

BIG PICTURE, LITTLE PIECES: UNDERSTANDING YOUR CONTEXT
OUR BIG PICTURE

• Re-engineering efforts underway
• Steeply declining enrollment over a period of several years
• A class schedule out of alignment with student demand/need
• Initiatives making a difference, but deep and lasting change had not occurred
• Call to action: find the bottom and stabilize enrollment
OUR LITTLE PIECES

• Small initiatives, institutional work in silos
• Two new administrator roles
• Communication tools, marketing efforts
• Data, data everywhere
HOW TO EAT THE ELEPHANT IN THE ROOM

MIXING METAPHORS AND USING AN INTEGRATED APPROACH
NAME IT:

WE HAD NEVER FOCUSED OUR ATTENTION ON SEM BEFORE
WHAT IS YOUR ELEPHANT?
ONE BITE AT A TIME

• Eat that frog
• Identify root causes
• Respond with large-scale efforts & long-term planning
• Low-hanging fruit

• Go for the quick wins to build momentum
• Whatever you choose, build an integrated team
OUR HANDS-ON, INTEGRATED APPROACH

• Reminder: our goal was to find bottom
• Waitlists & student communication (fruit & frog)
• Room charts (frog)
• Fast track & late start classes (fruit & frog)
• Dual enrollment (fruit that has turned into a frog)
ONE BITE AT A TIME

• What is your frog? (big picture)
• What do you see as your low-hanging fruit? (pieces)
• What would you like to achieve? (hands-on)
• Who will be your co-conspirators? (be a change-agent!)
• Who do you need on your team? (integrated)
OUR RESULT?

WE FOUND ROCK BOTTOM. AND
ACHIEVED A LITTLE GROWTH.
ELEPHANT IN THE ROOM
WE HAD NEVER REALLY ADDRESSED STUDENT PERSISTENCE & COMPLETION
NEXT STEPS: EAT THAT FROG

- Our goal: bring them in and keep them until they’re done
- Scheduling overhaul and technology tools
- Promise & full-year registration
- Dual Enrollment
- Guided Pathways
QUESTIONS?

ECOOPER1@SIERRACOLLEGE.EDU
BERVIN@SIERRACOLLEGE.EDU