

Paradise Valley Community College College Leadership Council Enrollment Management Meeting Summary

On Thursday, January 26, 2012 PVCC hosted an Enrollment Management Meeting to develop strategies to optimize Spring, Summer I, and Fall 2012 enrollments. Over thirty PVCC employees and students participated in this session. The definition of enrollment management used to inform our discussion was:

An effective enrollment management plan provides PVCC an ability to match allocation/ascertainment of resources with student demand for learning opportunities and maximizes student success (deep levels of learning and course, certificate and degree completion).

Strategies generated from this meeting are indicated below. This summary will be used by the PVCC President's Leadership Team to inform short-term enrollment management strategy development.

Meeting Participants were asked to focus on Short-term (st) (Spring 2012, Summer I 2012) and Long-term strategies (lt) (Fall 2012, Spring 2013 and beyond), while answering the following questions.

Short Term – Save our Spring and Summer Enrollment Numbers Now!

What can PVCC do to maximize enrollment in Spring semester 2012?

- Market classes – multiple ways – flyers – classes, post lists of late start classes.
- Add 8-week classes.
- 8-week courses/online easier.
- Short-term 1 credit classes!
- Market strategy fall and spring current via PVCC home page. Community Ed./audit.
- Market to more Hispanic students.
- Print schedule out in class.
- Email - Com 101 – MOSAIC training – President's Day weekend.
- YouTube video to show in class to sign up for classes.
- Early registration discounts similar to a conference - \$100.00 reduced fees for signing up early.
- Encourage faculty to “talk up” registration.
- Call students if they leave and find out why. Email regarding open classes for faculty to announce. Encourage students to re-enroll.
- Use text, email; develop QR codes.
- Students in canceled classes feel disenfranchised. Offer a 10% discount to get them back.

- Late start class – online and classroom. Late start class for canceled classes – condensed curriculum.
- Late start spring semester– 8 and 12 week classes. March to June - four (4) months marketing.
- Pull information about students who got dropped due to low enrollment.
- Contact students who are not attending class.
- Call late-start students.
- Implement wait list. Develop classes for summer. Summer Intersession from May to June.
- Advising – walk in (all day).
- Faculty commitment.
- Train staff.
- Identify 8-10 or 12 week late-start classes.
 - Late start classes – what classes are developed as late start?
 - Do a push for late start. Didn't get your class? Have a listing of what is going to be offered.

What can PVCC do to maximize enrollment in Summer I 2012?

- Offer more classes. Look at days/times/format. (st & lt)
- Beef up our online offerings for summer.
- Push “next step” course sequence.
- Faculty to encourage students to continue to the next level of the course in which they are registered.
- Call Center – Set up to call students whose classes were canceled.
- Combine more sections with low enrollments.
- Half-price – loss in marketing and tuition – increase in FTSE.
- College Success AAA115. 15% to jumpstart. Top 15% of High School students – market for summer enrollment.
- Add AAA115 on two (2) Saturdays.
- Developmental Ed. – spring – start summer. Next step – online summer.
- Advertise – U of A, NAU and ASU – for summer school enrollment.
- Marketing:
 - Enrollment guide? Flyer - direct folks to website. Groups of classes on flyers – hand out/post in classrooms. Let students know (in classrooms) that registration will start. (st & lt)
 - Market Continuing Ed. classes with information about credit classes. (st)

Long-term, Systemic – Are our major systems – enrollment process, schedule of course offerings meeting the needs of the students of 2012 and beyond?

1. Revisit Dual Enrollment.
2. College late start.
3. Early College expand.
4. Change/simplify enrollment process.
5. Develop year round schedule (not just three start-ups).

What can be improved with our overall enrollment processes to maximize student success?

- Mount a “no-hassle” enrollment. Simplify.
- One stop shop – Take the hassle out of getting registered. Be able to register while in the classroom with current instructor.
- Talk to classes to get student cohorts.
- Cohort/looping – from one section to the next progression of class.
- Streamline – remove barriers.
- Implement seamless.
- Advising all day. Long wait time at Advising – need to reduce.
- Improve customer service in Financial Aid and Advising.

What does the ideal “schedule of classes: look like to meet the needs of our students moving forward? Identify your top three (3) priorities moving forward.

- Set up calendar/registration semester key dates for marketing blasts. (st & It)
- Additional training for adjunct faculty to help retain students. (st & It)
- Student Life use Facebook and Twitter to recruit students for classes. (st)
- Use website to advertise – use marquee. (st)
- Roll out the new website fast.
- Financial Aid processes seem too complex and confusing too students. (st & It)
- Expand PAWS – use for other cohort groups besides athletes. (It)
- More 8-week classes instead of 16 weeks.
- A comment was made that we have great teachers. How do we know that? Is that what our students are telling us? Are we really good across the board or is instruction one of our weaknesses in some areas? Ask our customers. Is more feedback from students needed?
- Multiple start times, more hybrid courses and compressed courses.
- Combine class sections – MST 150/152 and ART 142/143 into one timeframe.
- Late start spring semester. Start in March and run it into June. Do 16 weeks, but through June.
- Use a call center to pull up rosters of classes canceled to enroll into these late start classes.
- Add late starts of top 25 courses.
- Boost online (top 25).
- Increase Dual, Early College and Bridge Programs. Even if students don’t continue with PVCC after the program we have still captured them while they were in those programs.
- Market – that there are 2 campus locations to encourage students to take classes closest to home.
- Use Google ads and Facebook ads to get the word out. These can be drilled down to zip codes to target our service areas.

- Cohort – 8-week college to be able to get through AGEC so students have accelerated classes as an option.
- Make it faster/easier to get newly developed courses up and running.
- Need more reading classes.
- Need to open the waiting list.
- Winter intersession. (May intersession as well).
- Call center – for all kinds of communication.
- Online calendar to promote late-start classes.
- Online schedule.
- Call top 15% of Honors students.
- AAA115 – 2 days (Saturday/Sunday).
- Saturday workshops.
- Require evening faculty to give out petitions for graduation.
- Student warning emails – fail. Can't return SAP.
- Front line can't be temps. (Costs)
- Problem:
 - We advise students to take 12 credit hours. FTSR is measured on 15 credit hours. There is a gap. What can we do to lessen the gap? We need to change!
- Top 3 priorities:
 1. Online Ed.
 2. Online presence.
 3. Online resources.