Northland Technical and Community College

Campus Visit Exit Briefing
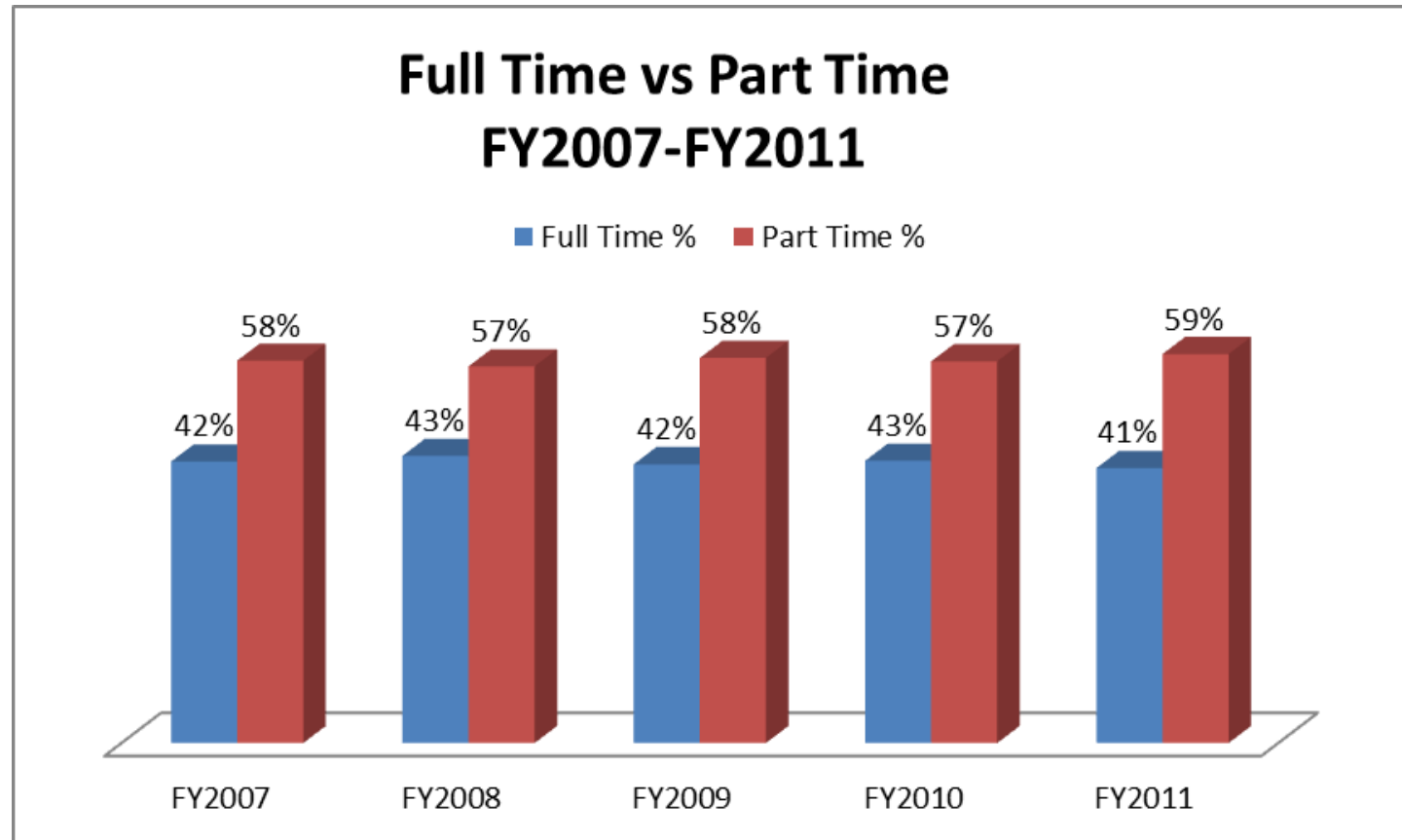
Dr. Jim Hundrieser

Noel-Levitz®

Data

Ft vs. PT

Age

| Location	Under 18	18-20	21-24	25-29	30-39	Over 39	Unknown	TOTAL
EGF	23 (1%)	775 (33%)	749 (32%)	410 (17%)	248 (10%)	164 (7%)	2 (0%)	**2371**
TRF	247 (11%)	506 (23%)	298 (14%)	215 (10%)	303 (14%)	505 (23%)	81 (4%)	**2155**
Internet	33 (2%)	297 (18%)	480 (29%)	349 (21%)	292 (18%)	185 (11%)	3 (0%)	**1639**
Internet from Regional Campuses	44 (11%)	87 (22%)	74 (19%)	60 (15%)	75 (19%)	57 (14%)	1 (0%)	**398**
TOTAL	**333 (6%)**	**1410 (26%)**	**1222 (23%)**	**799 (15%)**	**736 (14%)**	**799 (15%)**	**87 (2%)**	**5386**

Commonly heard phrases

"Don't deserve to be here…"

"Don't belong in College…"

Mission:

NCTC is dedicated to creating a quality learning environment for **all learners** through partnerships with students, communities, businesses, and other educational institutions

Retention

## Retention Entering Fall 2006 to Fall 2010
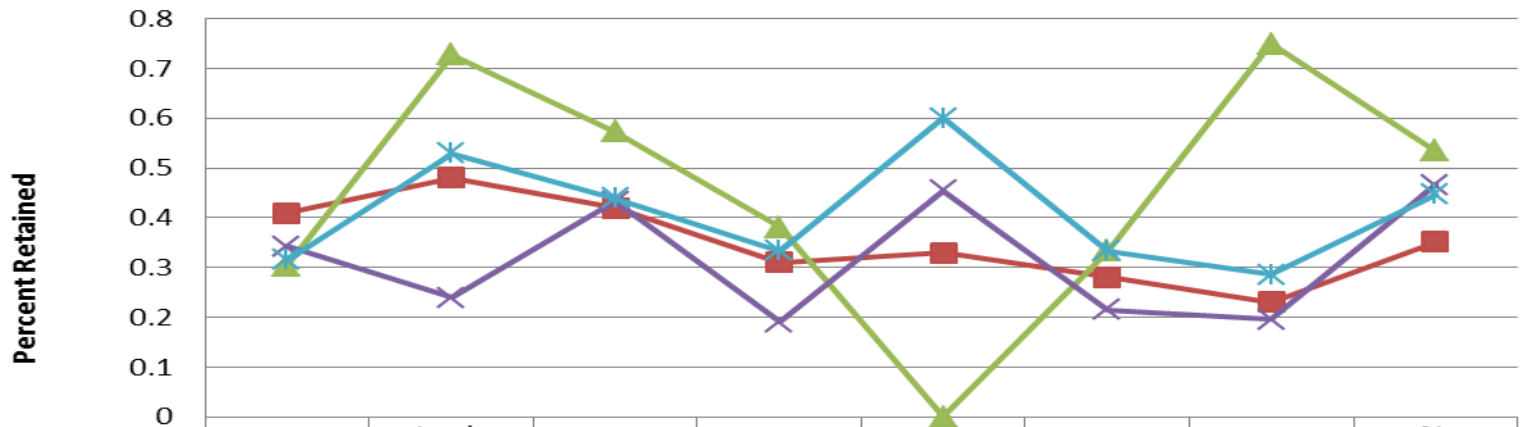
	African American	Asian/Pacific Islander	White	Hispanic	Foreign Nationals	Native American	Unknown	% Retained Overall
Enter Fall 2010								
Enter Fall 2009	41.00%	48.00%	42.00%	31.00%	33.00%	28.00%	23.00%	35.14%
Enter Fall 2008	30.40%	72.70%	57.30%	38.10%	0.00%	33.30%	75.00%	53.40%
Enter Fall 2007	34.20%	24.00%	43.30%	19.00%	45.50%	21.50%	19.60%	46.60%
Enter Fall 2006	31.60%	52.90%	43.90%	33.30%	60.00%	33.30%	28.60%	44.70%

Degrees May 2011

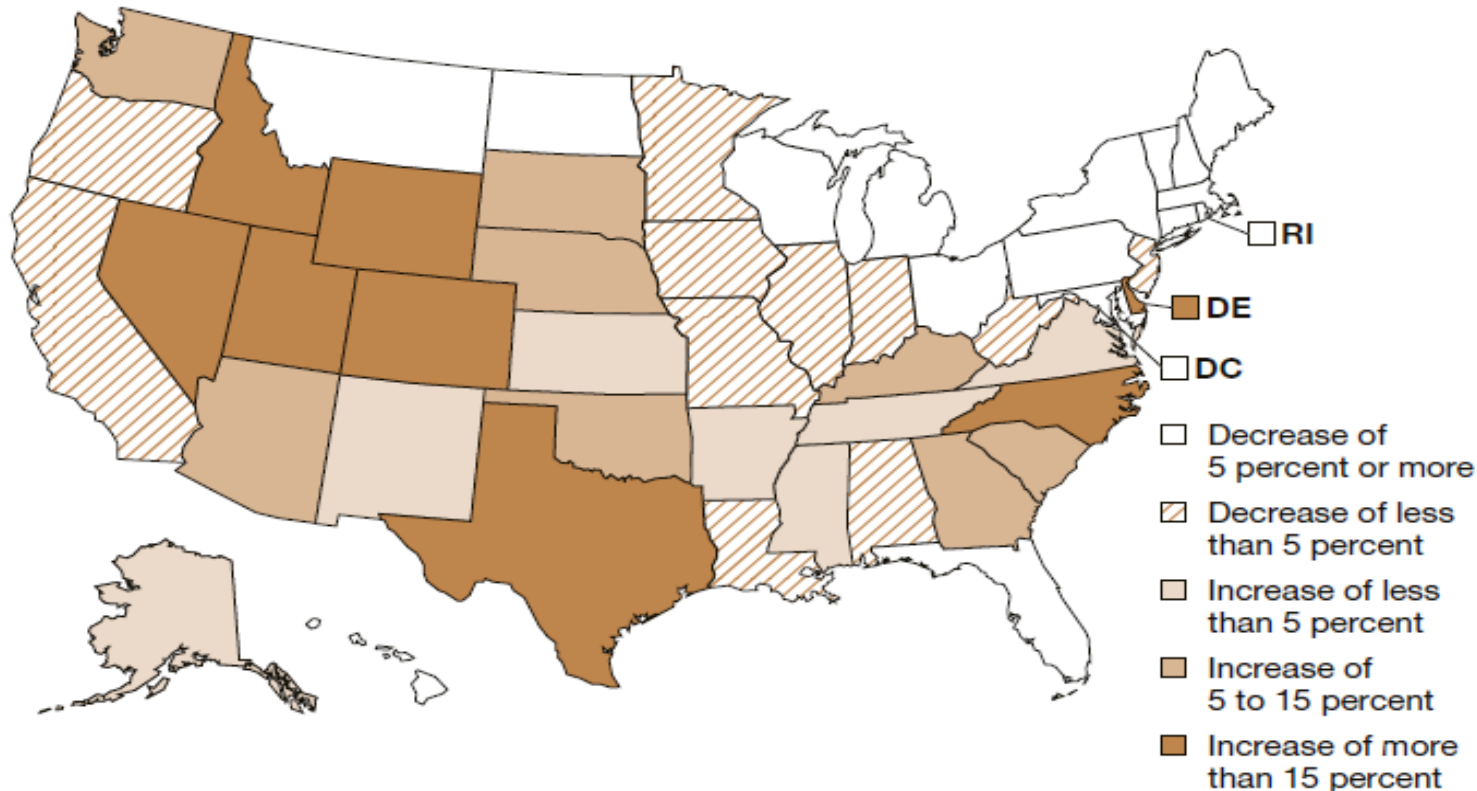| Program	AA	AAS	AS	ATC	CERT	DIP	Total
Current Issues in Farm Business Management					122		122
Farm Business Management						25	25
Liberal Arts and Sciences	159						159
Nursing			81				81
Nursing Assistant					104		104
Practical Nursing		121				62	183

Number of colleges and universities, 2010-11
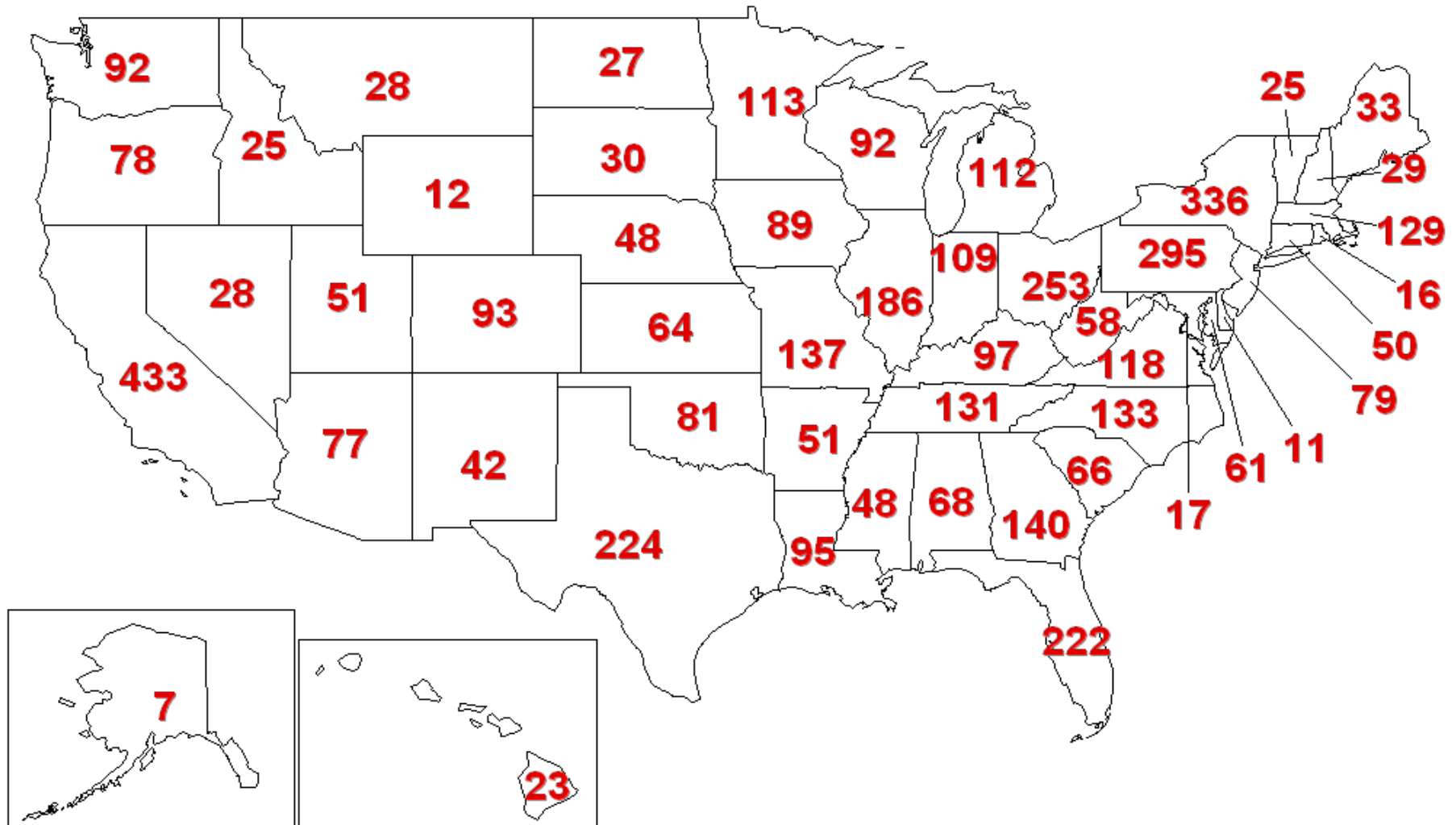
Projected change in numbers of new high school graduates 2011-12 to 2021-22
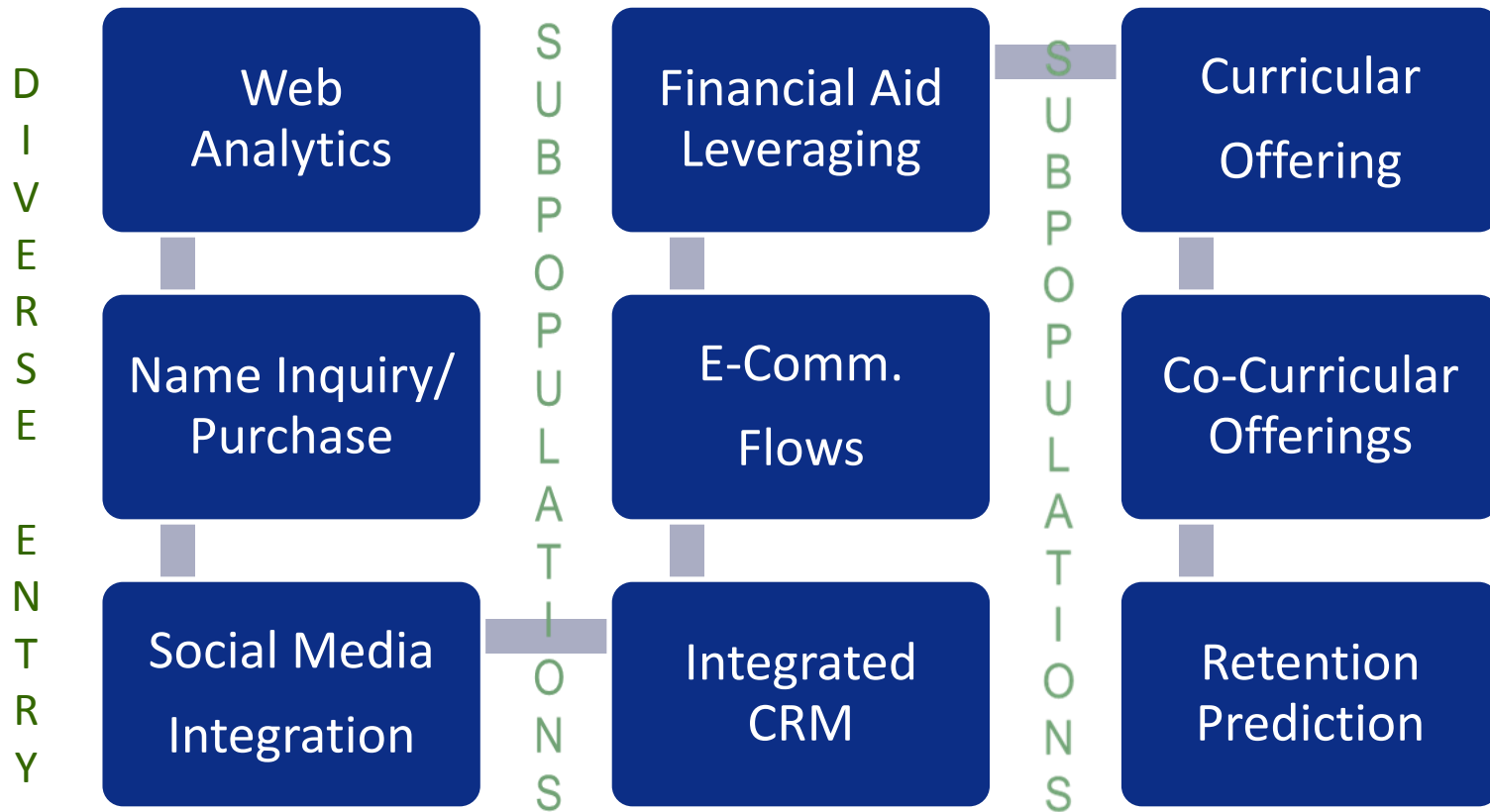

+10% and above
0% to +9%
Decrease
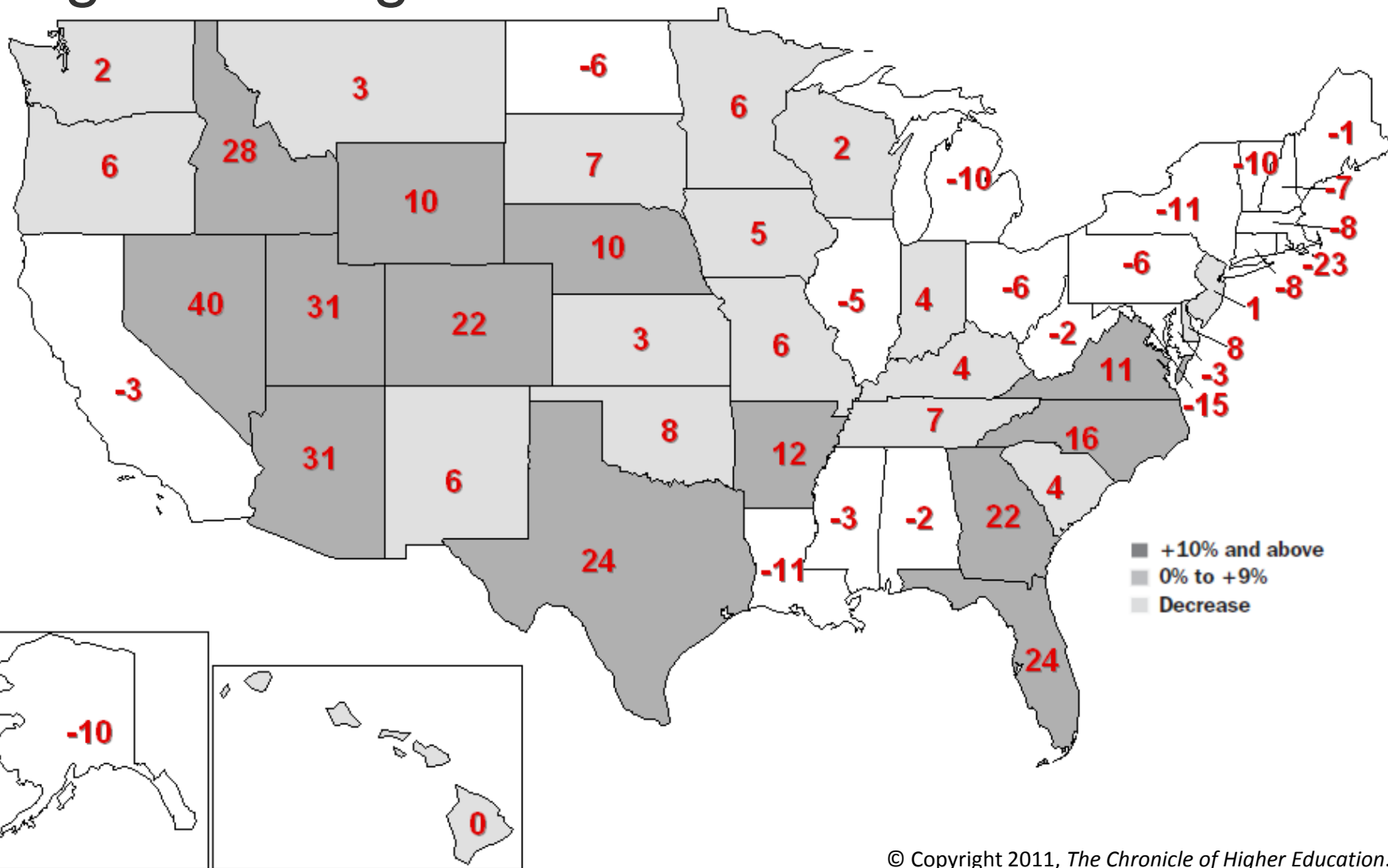
Projected percentage change in the number of public high school graduates, by state: School years 2007-08 through 2020-21

RI

DE

DC

Decrease of 5 percent or more

Decrease of less than 5 percent

Increase of less than 5 percent

Increase of 5 to 15 percent

Increase of more than 15 percent

Source: IES

Systems Approach

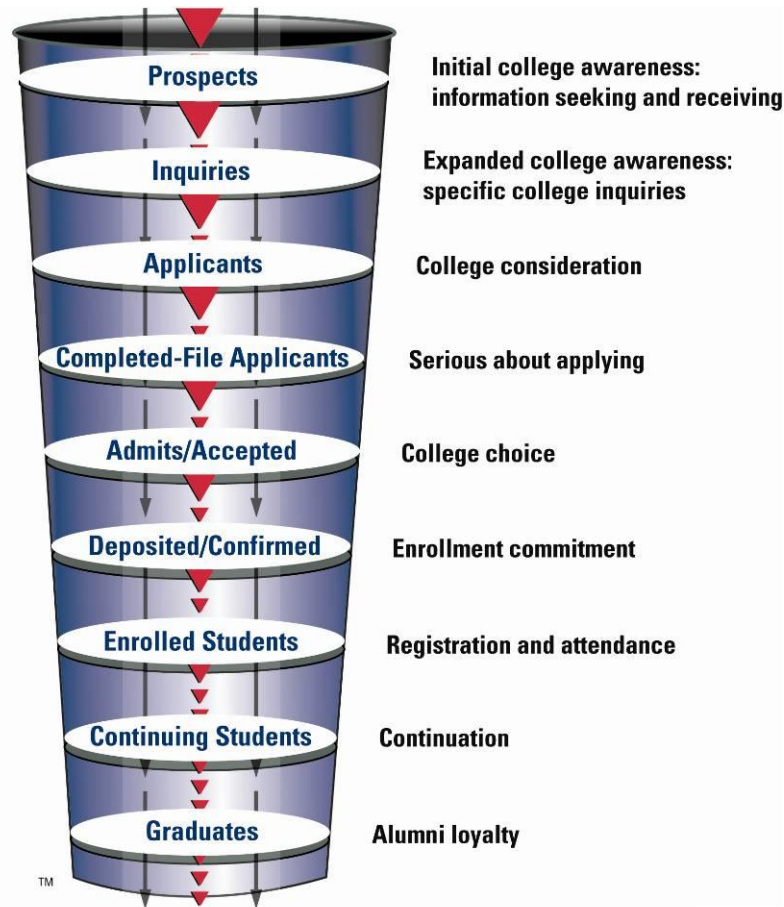# Putting the puzzle together

About
Who We Are

Areas of Focus:

- Funnel Management
- Relationship Management
- Specialized Focus
- Student Success
- Strategic Enrollment Thinking

Assessing ROI by both recruitment and retention initiatives

Prospects — Initial college awareness: information seeking and receiving

Inquiries — Expanded college awareness: specific college inquiries

Applicants — College consideration

Completed-File Applicants — Serious about applying

Admits/Accepted — College choice

Deposited/Confirmed — Enrollment commitment

Enrolled Students — Registration and attendance

Continuing Students — Continuation

Graduates — Alumni loyalty

New Student Enrollment Funnel

Foundations of Practice

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Application completion
was not part of the *old* funnel
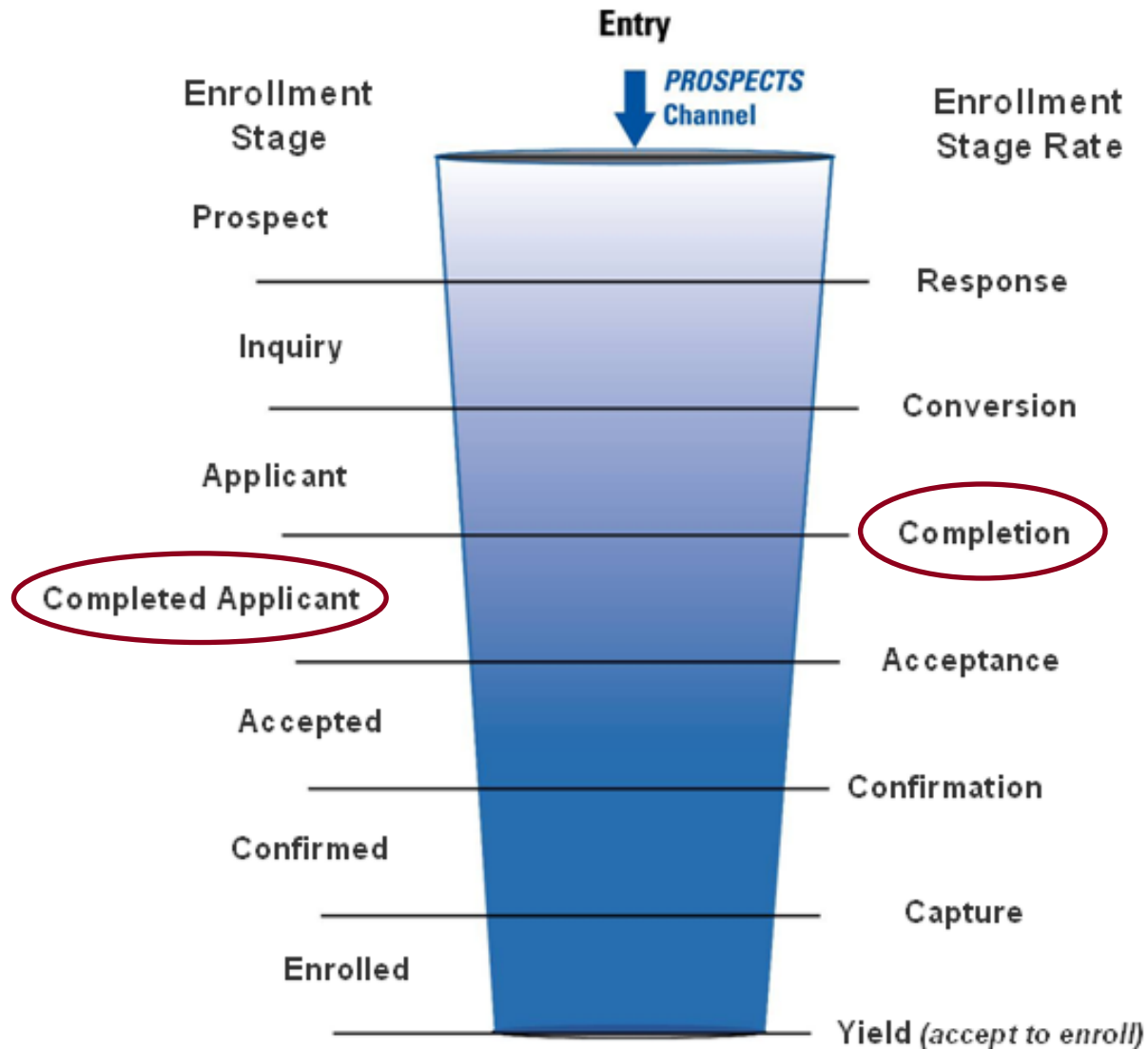
Funnel Management

Example – Regional Funnel Management
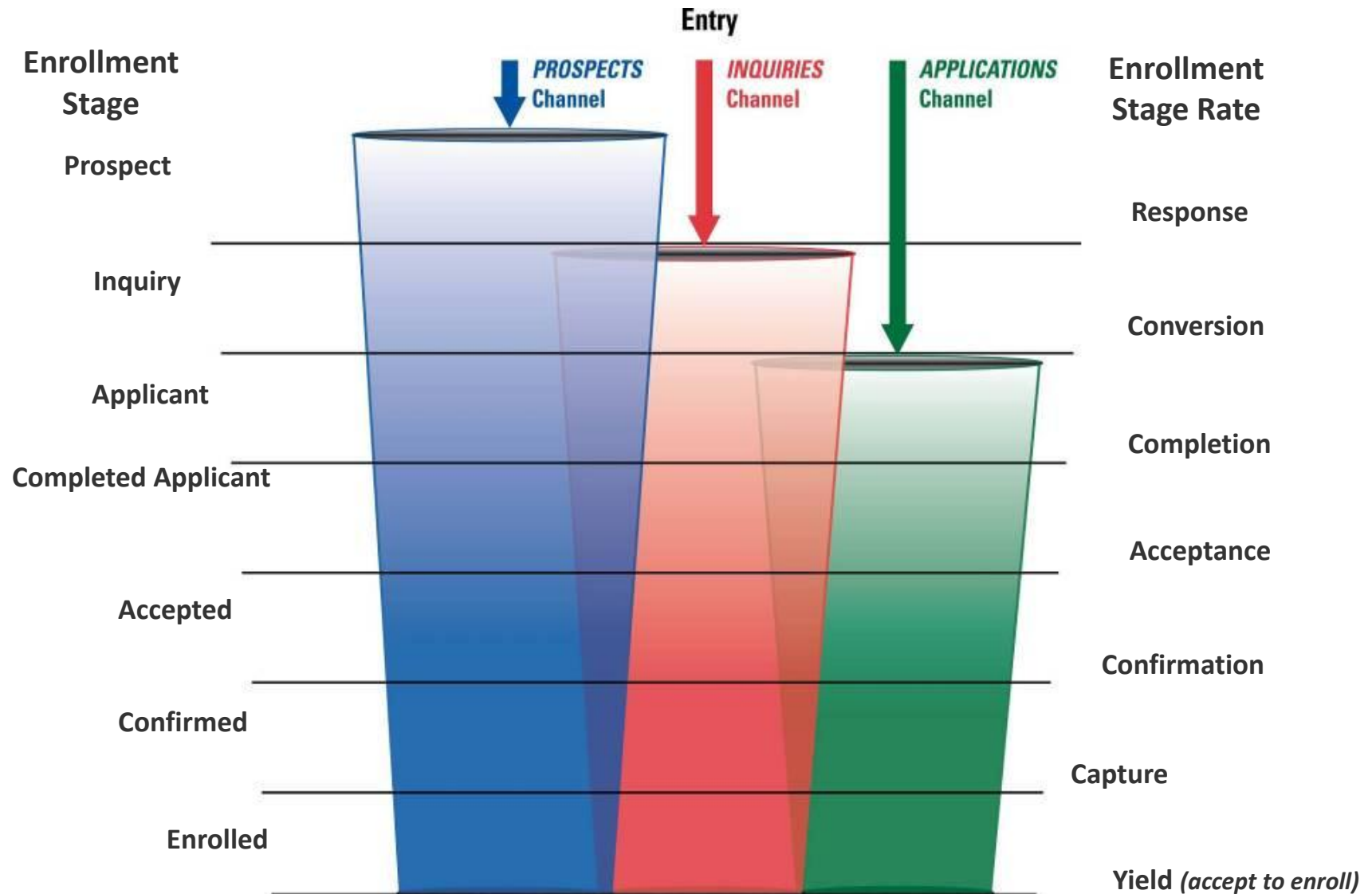
FTIC Funnels by Region: Fall 2011								
Stage / Region	County 1	County 2	County 3	County 4	County 5	Rest of State	Out of State	International
Inqs.								
Conv. Rate								
Apps.								
Accept Rate								
Admits								
Confirmed								
Yield Rate								
Enroll								

Example – Academic and Co-Curricular Demand

Academic or Co-Curricular Program Demand								
Academic Program	Student Interest	Subpopulation 1	Sub Pop 2	Sub Pop 3	Sub Pop 4	Rest of State	Out of State	International
Accounting								
Farm Business Mgt.								
Fire Technology								
Health and Fitness								
Nursing								
Co-curricular interest								

Relationship Management

- Build a relationship
- Expand ambassador program
- Create student telecounseling program
- Expand CRM usage
  - Document phone calls or other conversations/ contact points
- Create an open house schedule for both campuses
- Host the guidance counselor breakfasts
- Determine recruitment counselor schedule based on HS growth and determine relationships that need to be built
- Specialized Name Purchase and ACT tests scores
- Integrate social media
- Mobile website

Specialized Focus

- ACT Data
- Specific strategies for non-trad and online
- Expand your width of why a degree
- Align with business and market expectations
- ROI thinking
- Evening and Weekends
- TRF – Aviation, Law Enforcement, Athletics linked to transfer, **Undecided, Business or Pre-Business, Pre-Education, Health (29)**
- Narrow focus of offerings (POS), transfer focus
- Strategic dollars for 3 year market penetration

Student Success

- Continue developmental ed
- Prescriptive
- College Concepts Course (?)
- Limit program/course options focused on skill completion, graduation, transferability
- Early alerts
- Move from course scheduling to academic advising

Strategic Enrollment Planning Process

Strategic Enrollment Plan

Noel-Levitz.

Traditional planning

=

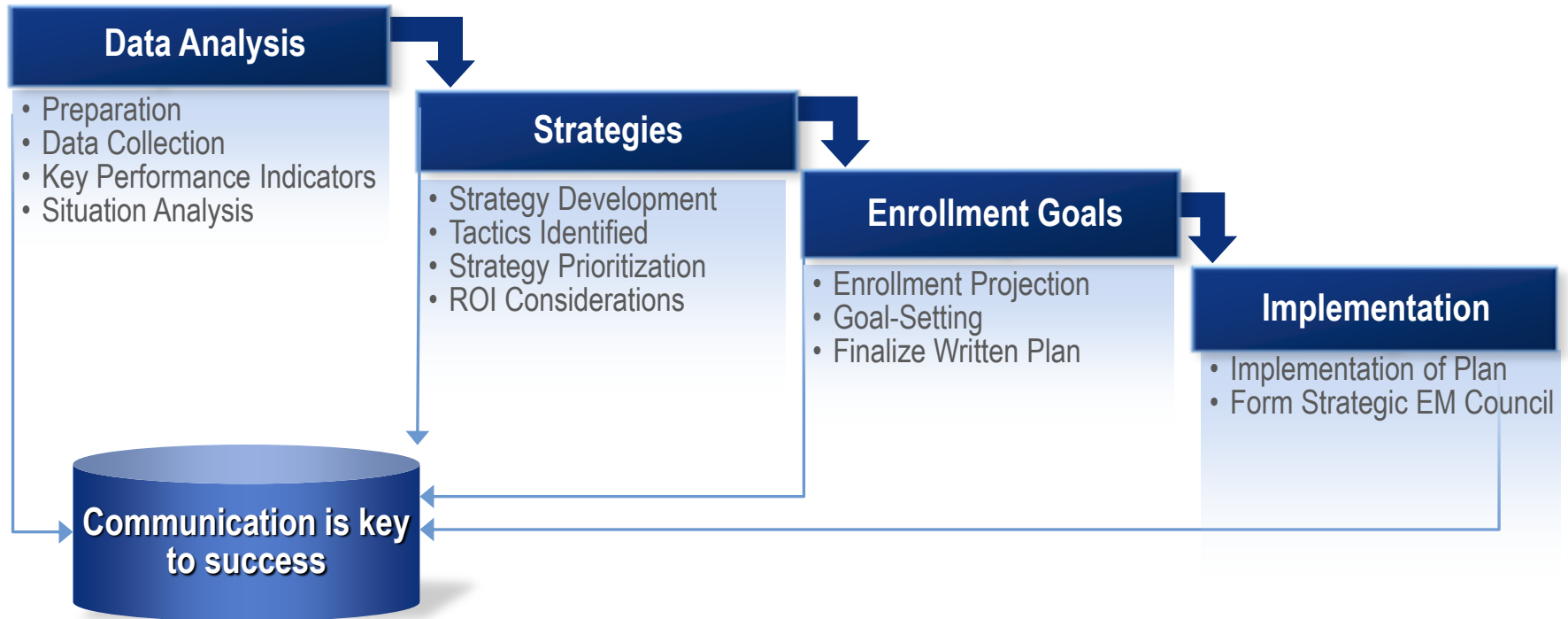*Set goals then develop steps to achieve those goals*

Strategic planning

=

Align organization with its environment to promote stability, sustainability, growth, and/or excellence

Strategic enrollment planning is a continuous and data-informed process that:
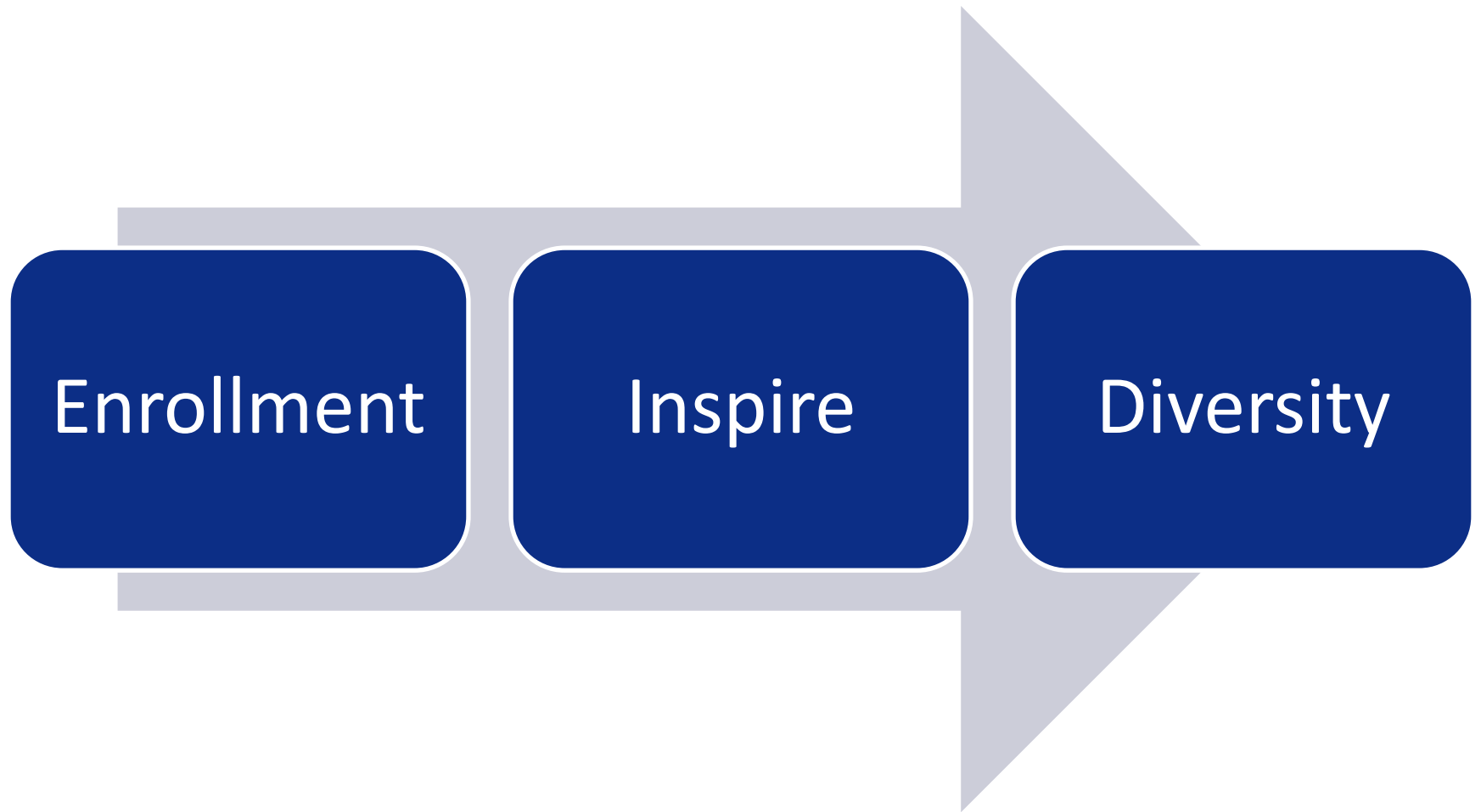
- Provides realistic, quantifiable goals;

- Uses a return-on-investment (ROI) and action item approach; and

- Aligns the institution's mission, current state, and changing environment …

…to foster planned long-term enrollment and fiscal health.

Noel-Levitz Approach

Data Analysis

- Preparation
- Data Collection
- Key Performance Indicators
- Situation Analysis

Strategies

- Strategy Development
- Tactics Identified
- Strategy Prioritization
- ROI Considerations

Enrollment Goals

- Enrollment Projection
- Goal-Setting
- Finalize Written Plan

Implementation

- Implementation of Plan
- Form Strategic EM Council

Communication is key to success

Strategic Plan Alignment

Enrollment   Inspire   Diversity

Strategic Enrollment Management

Big Picture Thinking

Revised Organization

```
                Recruitment                              Student
                                                         Success

    Connection to                          Connection
    Marketing                              with Registrar

  Recruiter    Recruiter    Specialist     Advising    Early Alert    Learning
                                                                       Support
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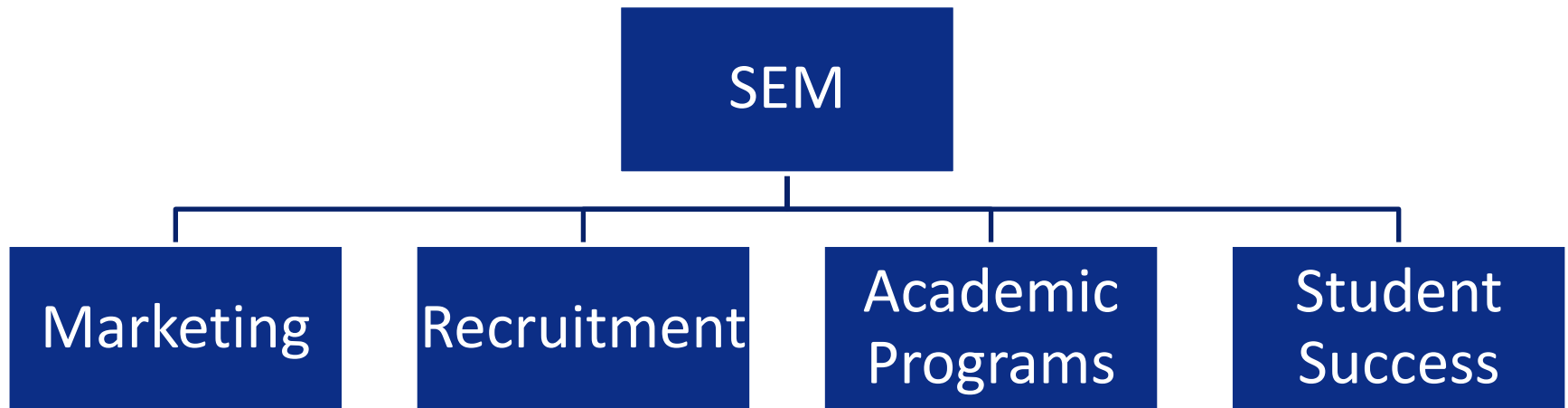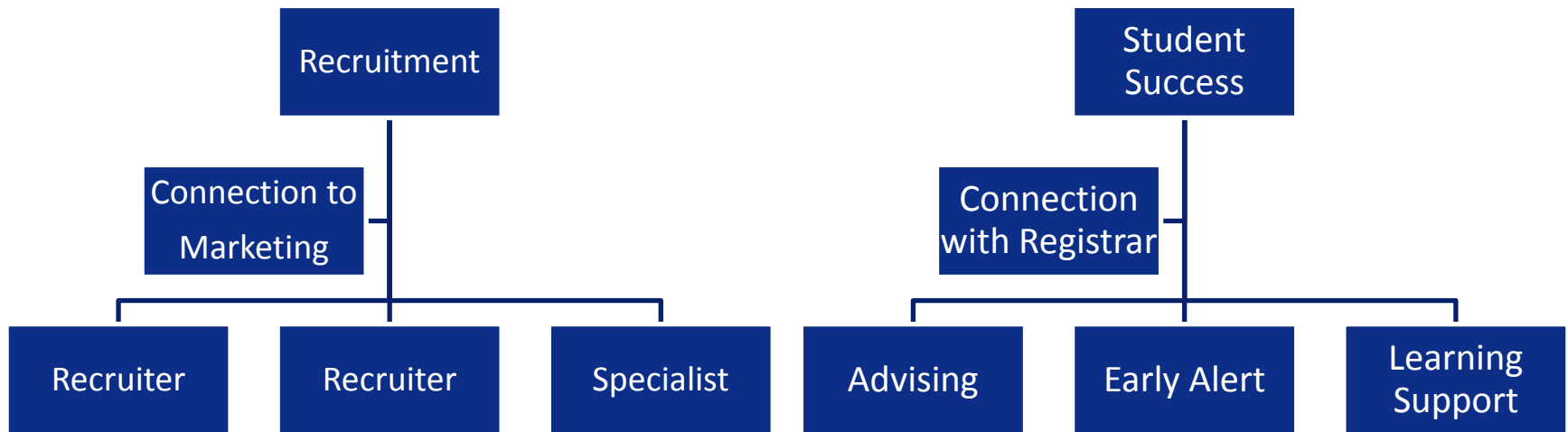
Top Priorities for your plan?

Questions & Discussion