



# Enrollment Management Initiatives

*Committee of the Whole Meeting  
Tuesday, November 8, 2016*

# The Enrollment Management Challenge

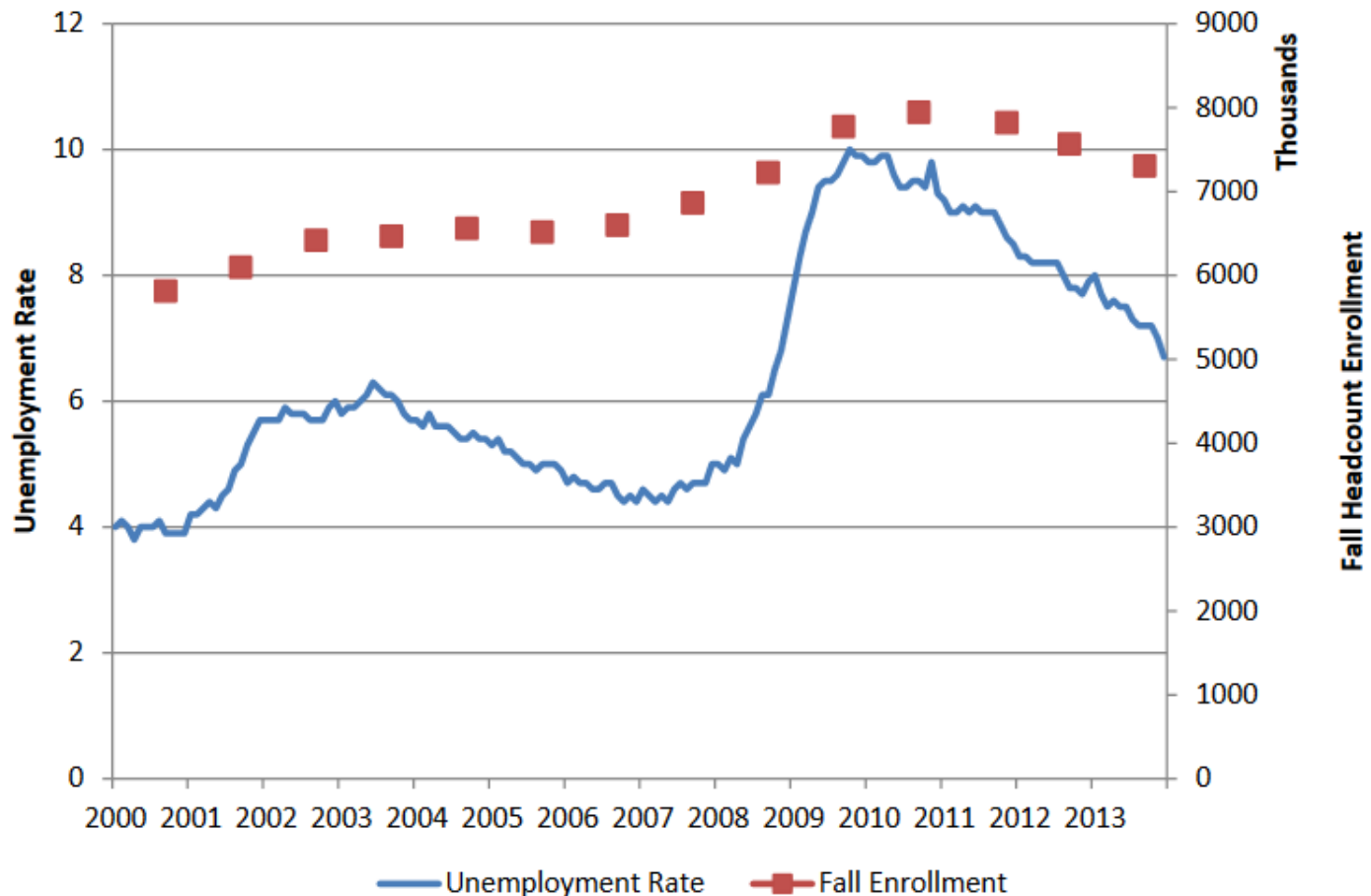
- Attract and Retain Students—All Within the Context of Our Mission and the Environmental Landscape
  - Be Both Aspirational and Wise
  - Maintain Dual Focus on the Present and on the Future
  - Continue to Focus on Open Access, while Sharpening Attention on Retention and Completion

# Agenda

1. Share a Quick Environmental Scan
2. Highlight Strategies to **ATTRACT** Students
3. Highlight Strategies to **RETAIN** Students
4. Identify **OUTCOME** Metrics for Measuring Progress on Attraction and Retention Efforts

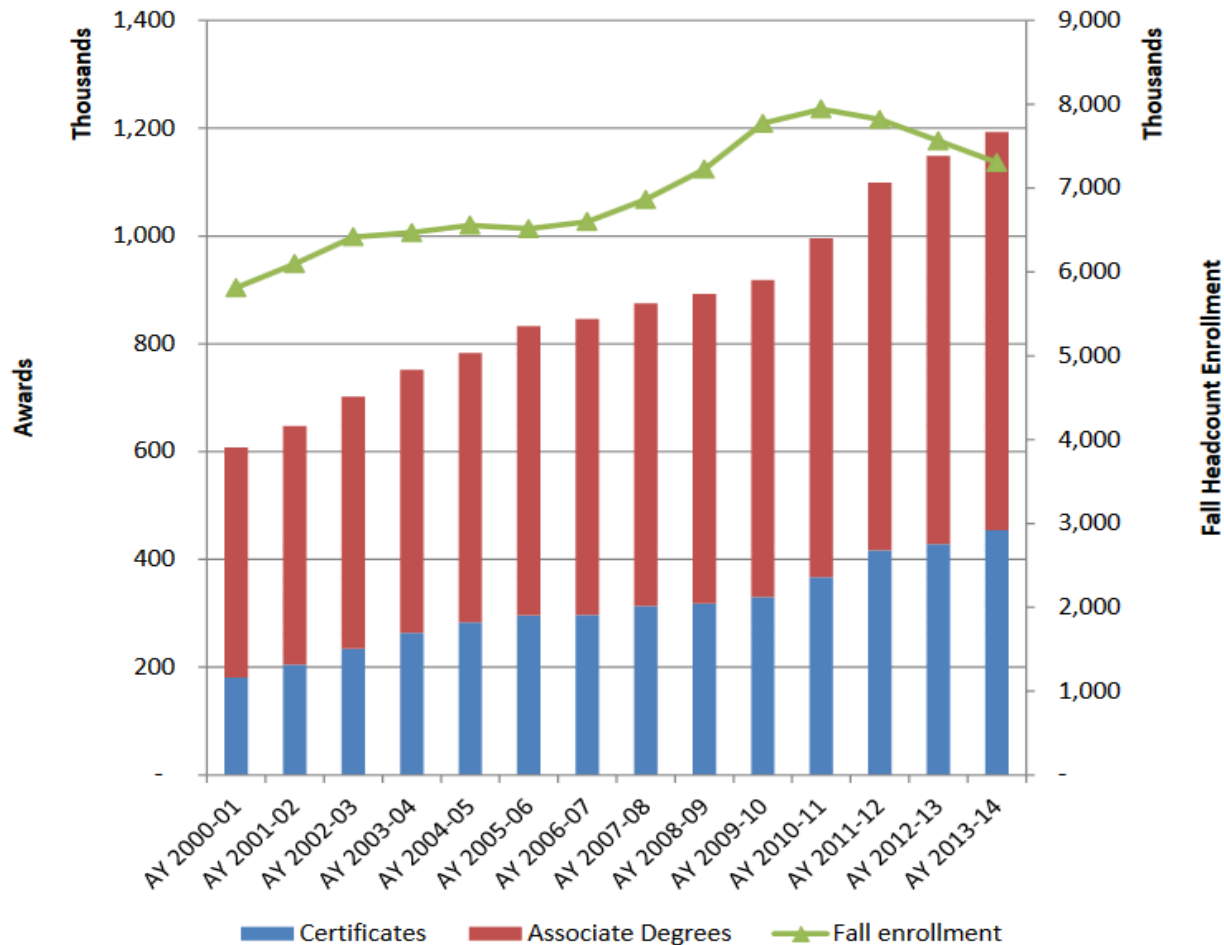
# National Community College Trends

## Enrollment Comparison with Unemployment Rate (AACC)



# National Community College Trends - continued

## Degrees and Certificates Awarded and Fall Headcount Enrollment (AACC)

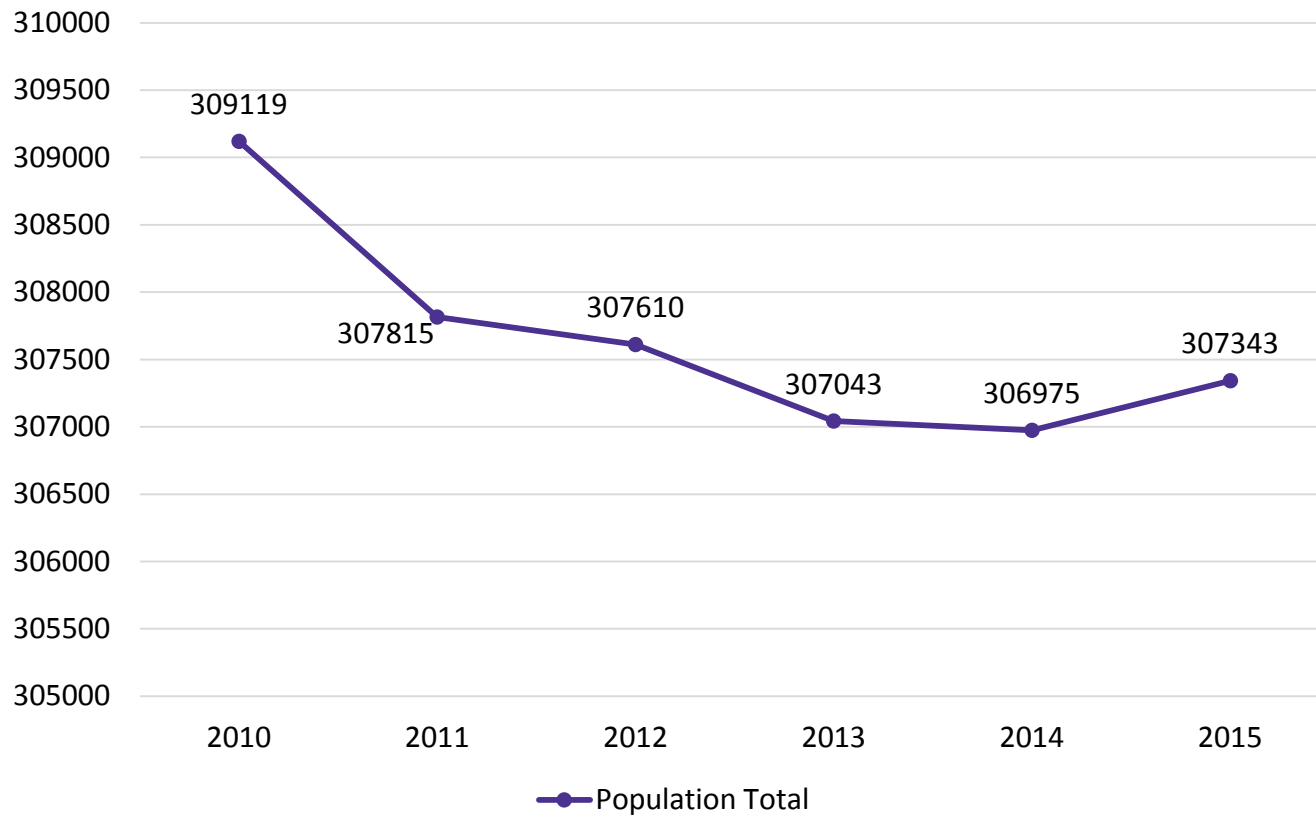


# National Community College Trends - continued

- Assumptions for National Decline in Enrollments
  - As the economy improves, community college enrollments decline.
  - The number of students who graduated from high schools has decreased, making the pool of community college enrollments among traditional students decrease as well.
  - Decline in enrollment does not directly correlate to a decline in the number of degrees and certificates awarded.

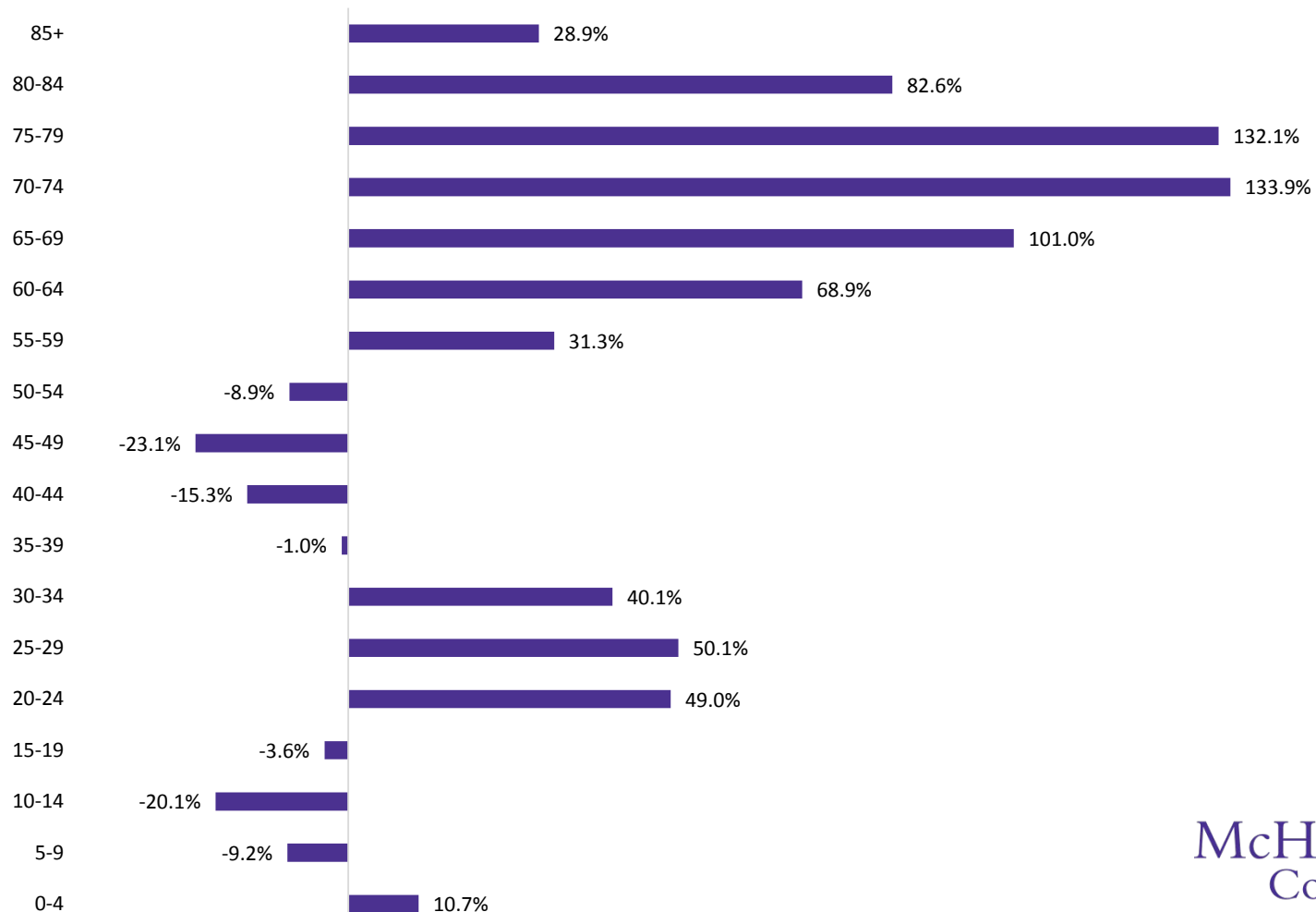
# General Community Population Scan

## McHenry County Population Comparison 2010-2015



# General Community Population - continued

## Anticipated Changes by Age in McHenry County Population 2010-2025

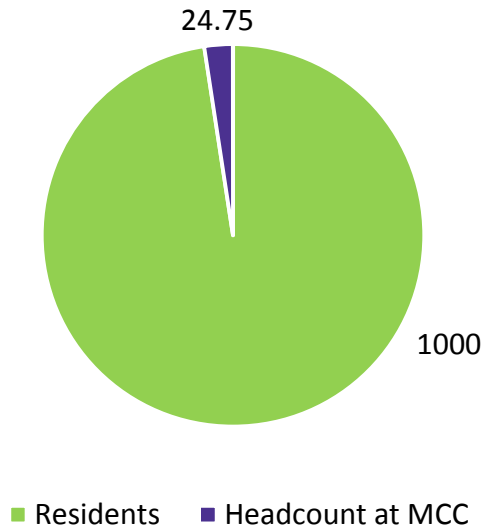




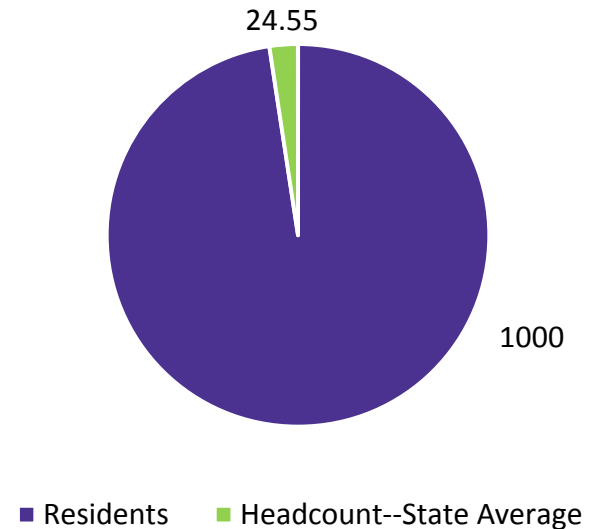
# Community Population-Based Enrollment

## Percentage of Total Population Served by MCC *(fall enrollment)*

Headcount Per 1,000  
Population – MCC



Headcount Per 1,000  
Population – State Average



# Community Population—Ethnicity

	<b>2009</b>	<b>2014</b>	<b>Change</b>	<b>Percent</b>
Not Hispanic or Latino:	279,737	271,265	-8,472	-3.0%
White alone	265,197	255,364	-9,833	-3.7%
Black or African American alone	2,874	3,563	689	24.0%
American Indian and Alaska Native alone	268	158	-110	-41.0%
Asian alone	8,145	7,854	-291	-3.6%
Some other race alone	328	392	64	18.9%
Two or more races	2,925	3,934	1,009	34.5%
Hispanic or Latino	33,209	36,623	3,414	10.3%

Note: 11.9% of county population was Hispanic/Latino in 2014  
(*McHenry County Labor Report*)

# State Community College Trends

IL State Comparison 2001, 2006, 2012-2016  
*(Illinois Community College Board – ICCB)*

	2001	2006	2012	2013	2014	2015	2016
Headcount	339,002	350,508	358,562	351,570	336,102	316,155	303,896
Percent Change	-0.3%	-0.7%	-3.8%	-2.0%	-4.4%	-5.9%	-3.9%
FTE	183,024	196,868	208,508	205,003	194,485	183,870	176,374
Percent Change	2.3%	-0.3%	-4.2%	-1.7%	-5.1%	-5.5%	-4.1%

# State Community College Trends - continued

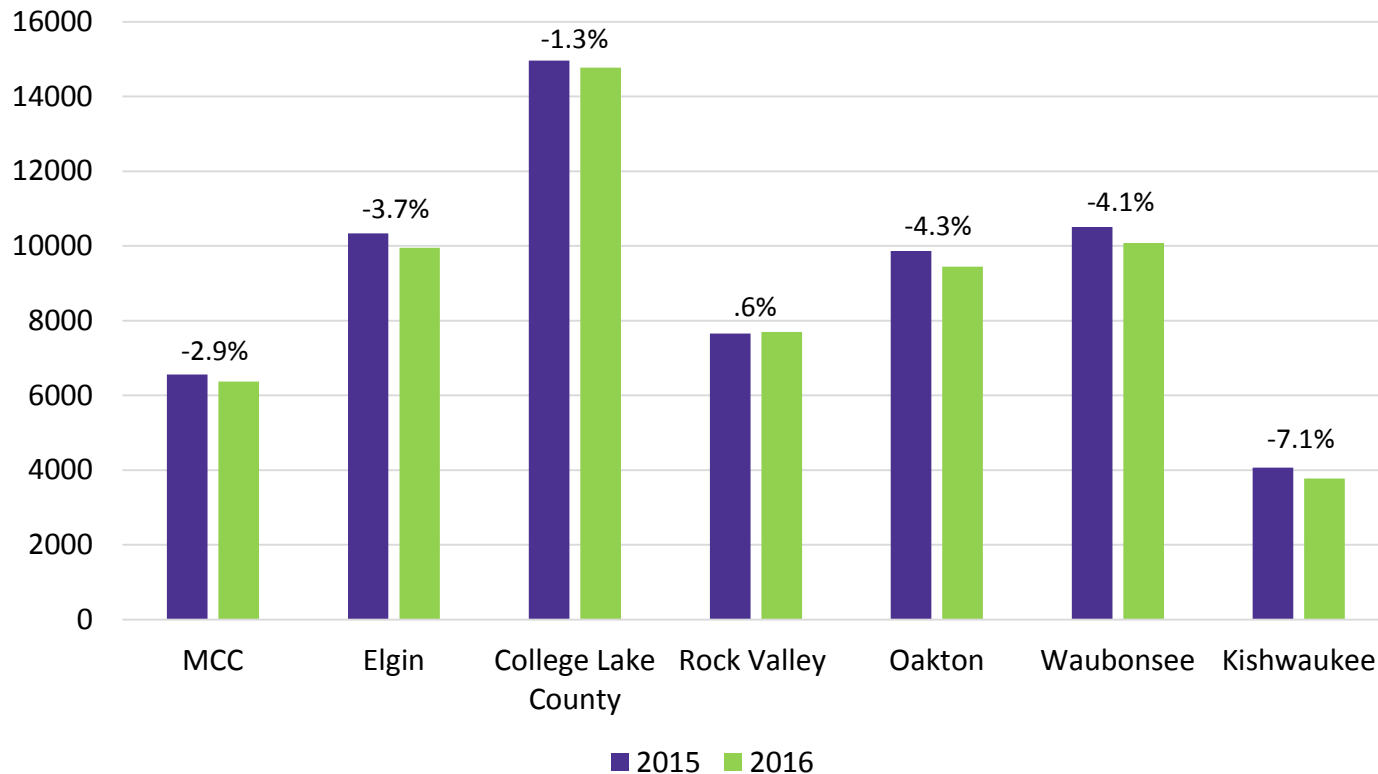
- MCC Comparison with State – Headcount (2016 vs. 2015)
  - MCC: -2.9%
  - State: -3.9%
  - Local\*: -3.4% (average)

*\*'Local' includes an average of MCC, Elgin, College of Lake County, Rock Valley, Oakton, Waubensee, and Kishwaukee for comparison.*

# State Community College Trends - continued

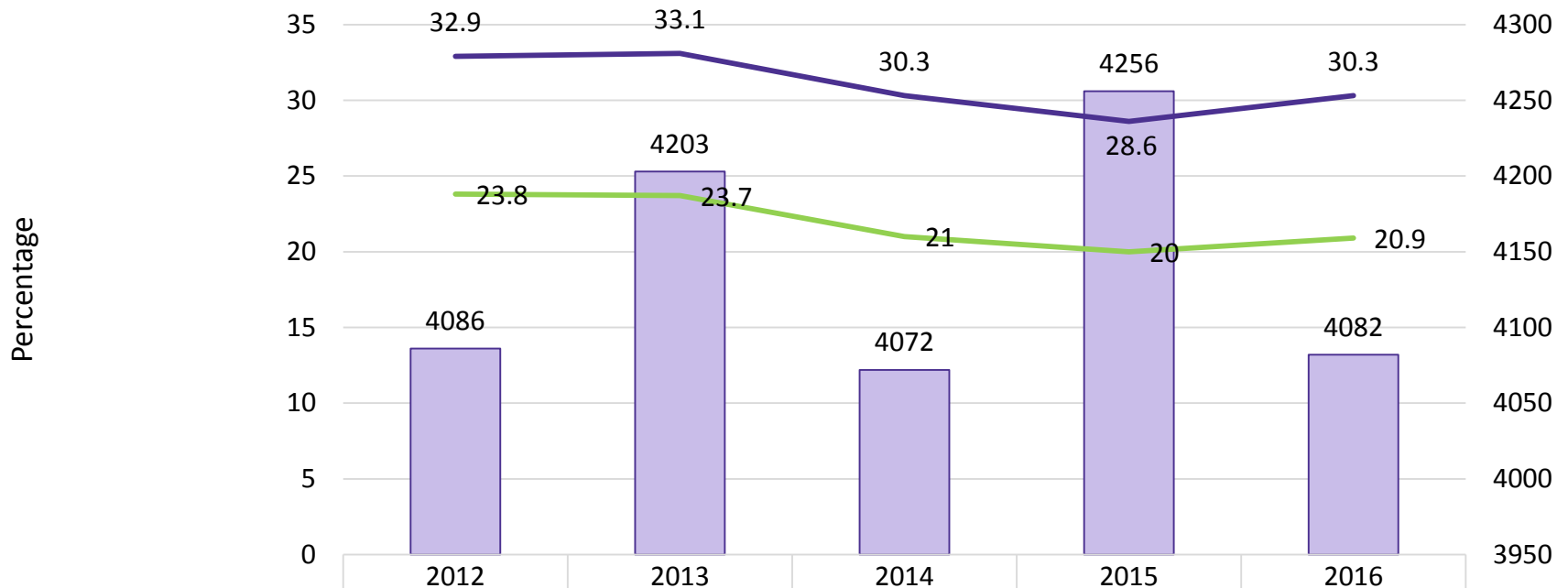
## MCC Comparison with Local Institutions

*Fall Headcount (2016 vs. 2015)*



# ATTRACTION Focus: High School Graduates, Application, and Conversion Rates

Conversion = Percentage of high school graduates who enroll in classes the fall term immediately following their graduation.



Number of Graduates	4086	4203	4072	4256	4082
Applications (%)	32.9	33.1	30.3	28.6	30.3
Conversion (%)	23.8	23.7	21	20	20.9

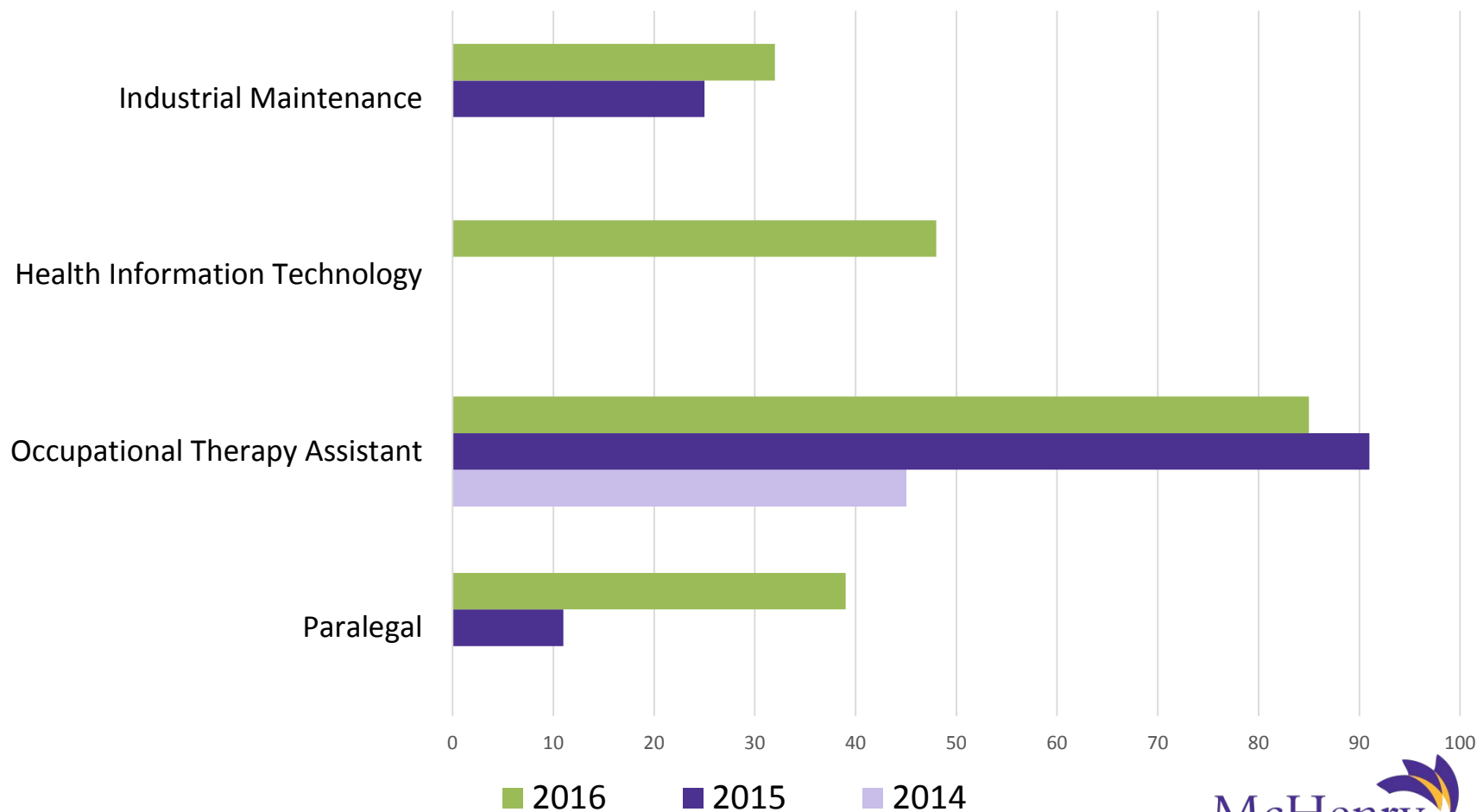
Number of Graduates
  Applications (%)
  Conversion (%)

\*Calculated on numbers reported by the high schools.



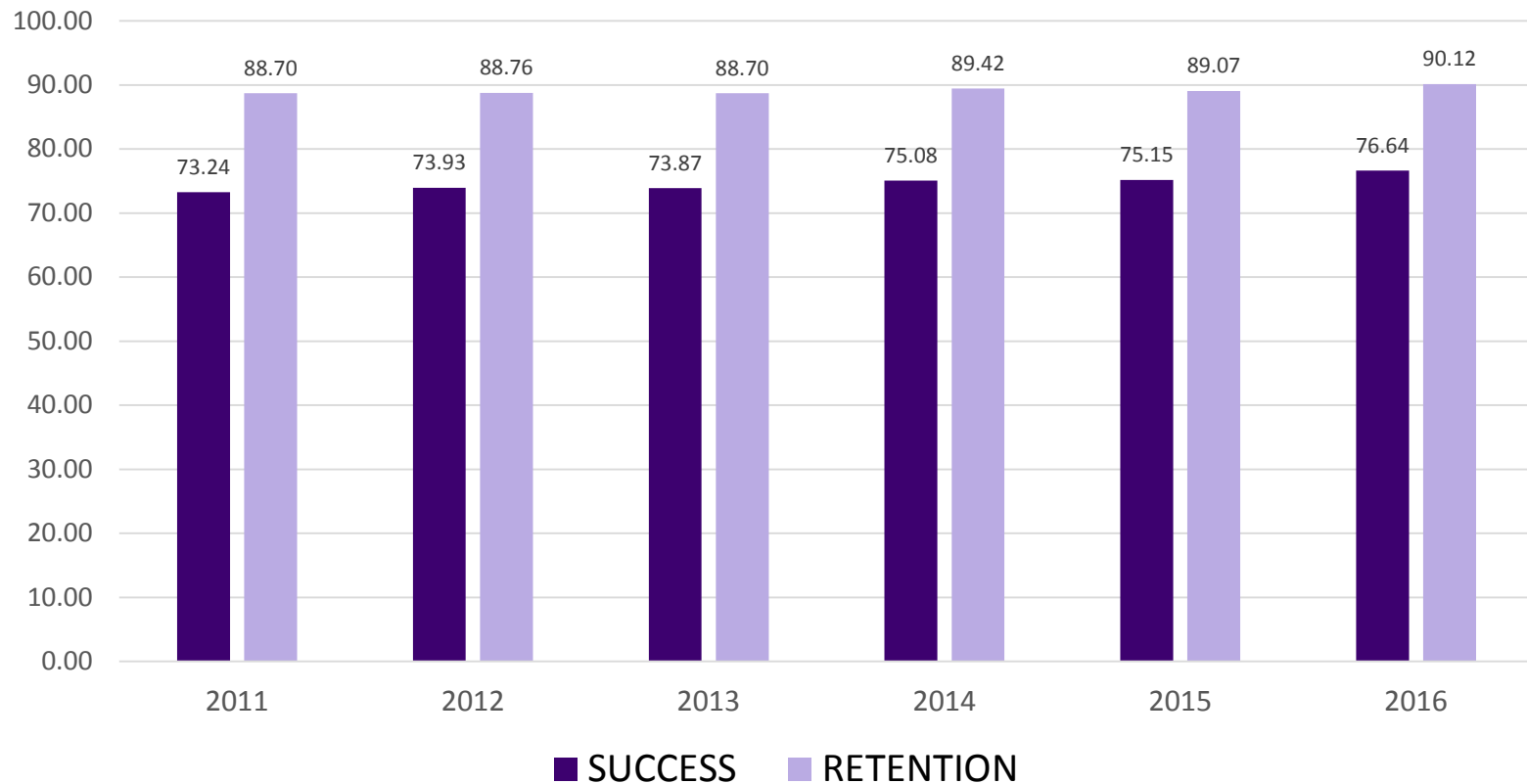
# ATTRACTION Focus: New MCC Program

## Enrollments



# RETENTION Focus: Course Retention and Success Trends

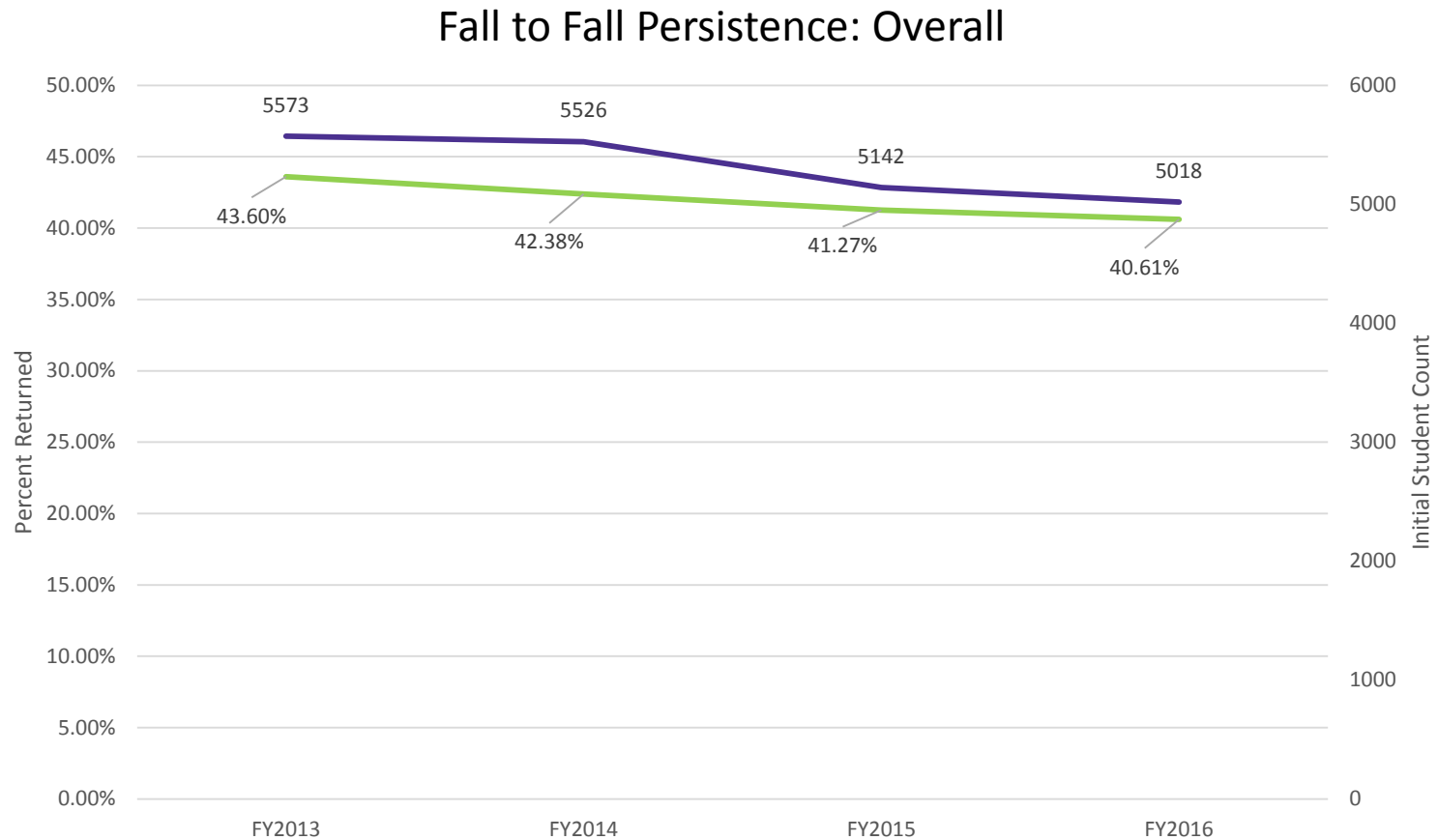
Success and Retention (%)





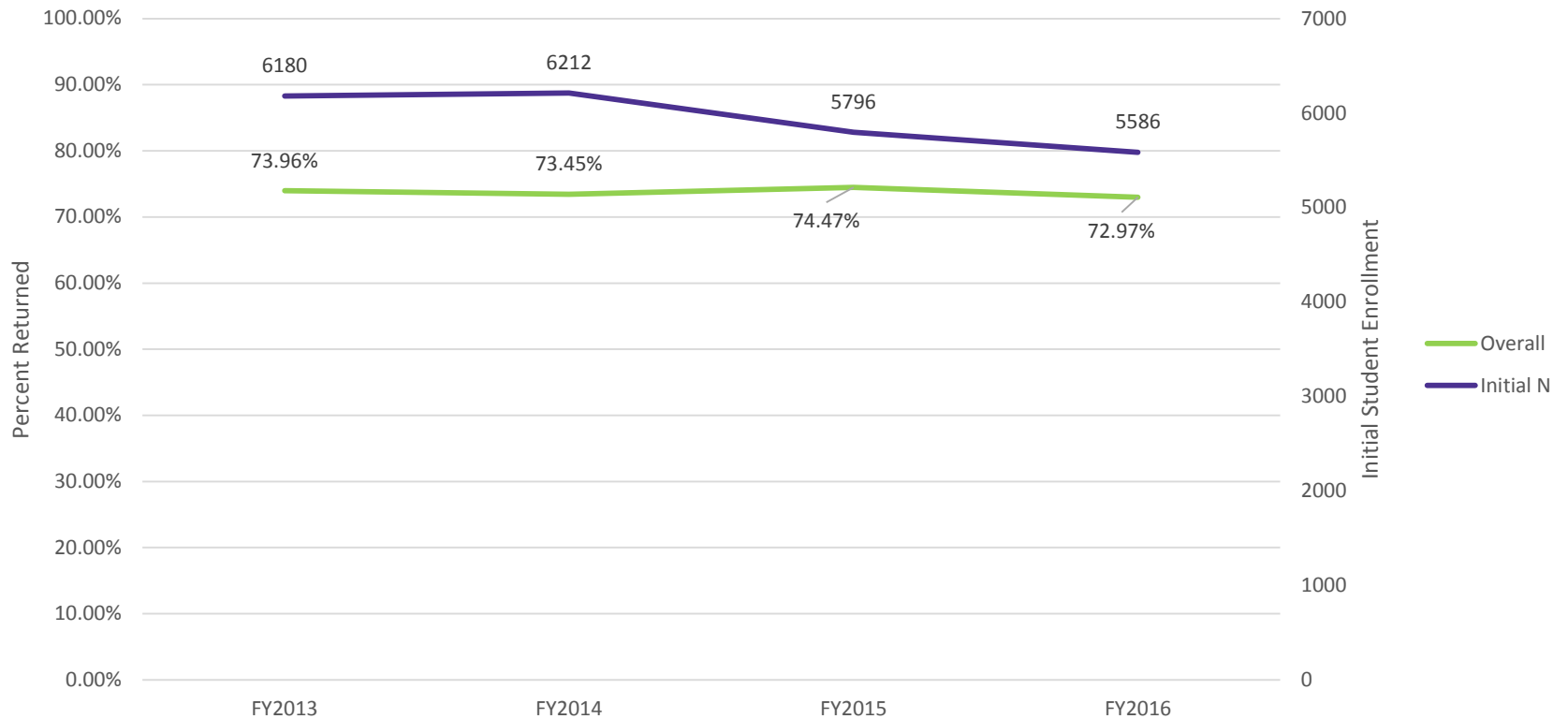
# RETENTION Focus: Persistence Trends

## Fall to Fall



# RETENTION Focus: Persistence Trends Fall to Spring

## Fall to Spring Persistence: Overall



# ATTRACTION Strategies: Personnel

- **Increase Key Recruitment Horsepower in High-Potential Growth Areas**
  - *Adult Student Recruiter (Lauren Mirs)*
    - Ensure we provide hands-on services for this population
    - Foster existing partnerships with business community and key industries
    - Establish and expand services that align with a one-to-one service approach
  - *Multicultural Student Recruiter (Kristen Mueller)*
    - Ensure that the College's student body reflects district residents
    - Build key partnerships
    - Expand services and programming to meet the changing needs of students

# ATTRACTION Strategies: Programs

- **Add and Grow Programs Designed to Boost Enrollment**
  - Heating, Ventilation, and Air Conditioning
  - Sustainable Agriculture
  - Social Work and/or Substance Abuse and Treatment
  - Industrial Automation

# ATTRACTION Strategies: Messaging

- **Maintain a Clear, Consistent Message Related to Multiple Value Propositions**
  - Skills
  - Jobs
  - Transfer
  - Running Start
  - Lifelong Learning
  - Competitive
  - Value
- **Leverage 50<sup>th</sup> Anniversary and Capital Campaign to Attract Both Friends of MCC and Students**

# ATTRACTION Strategies: Messaging and Marketing

The collage features a variety of marketing materials from McHenry County College, including:

- Career Exploration Expo:** Multiple versions of the 'CAREER EXPLORATION EXPO' flyer, some with dates like 'MCC 2013' and 'MCC 2014', and a 'ROAD TRIP!' graphic.
- Financial Aid Night:** Several 'FINANCIAL AID NIGHT' posters, including one for '2014' and another for '2015' with dates like 'October 21, 22, & 23, 2014'.
- MCC Night:** Multiple 'MCC NIGHT' posters for various years (2012, 2013, 2014, 2015, 2016), often featuring the college logo and dates like 'Wednesday, November 13, 2014'.
- Other Events:** Flyers for 'FAFSA FIRST', 'HARVARD CLASSES Spring 2014', 'NEED CREDITS? REGISTER NOW FOR SUMMER CLASSES!', 'SPANISH LANGUAGE INTERPRETER PROGRAM', and 'ADULT ENROLLMENT SERVICES'.
- General Information:** Brochures like 'LIFE' and 'Pathways to your Career'.

# ATTRACTION Strategies: Marketing

## ▪ Shape Marketing Efforts to Continue Targeting Key Populations

- College and Career Readiness Academy
- College Transition Workshops for GED/ESL Students
- MCC College Coach in the High School Program
- MCC College Coach in the Workplace Program
- Applicant Follow-up Campaigns (implemented for fall and spring semesters)
- Financial Aid 101 Junior (middle school engagement)



# ATTRACTION Strategies: K-12 and Postsecondary Partners

- **Continue and Expand Partnerships That Increase Enrollment** (see handout 3)
  - K-12
  - Postsecondary (transfer and articulation)
    - Engineering Pathway
      - Northern Illinois University
      - University of Illinois at Urbana-Champaign
    - BSN Completion
      - Aurora University
    - Pharmacy Dual Degree Program
      - Roosevelt University



# ATTRACTION Strategies: Industry Partners



Catalent.



And many more...

# RETENTION Strategies: Early Intervention

- **Increase Early Intervention Efforts through Early Warning System Implementation**
  - Catch vulnerable students earlier for better timing of interventions
  - May involve a ‘culture shift’ in college-wide responsibility for student success
  - The best interventions are useless if no one takes advantage of them

# RETENTION Strategies: Student Planning

- **Fully Integrate Student Planning Module via myMCC Student Portal (see handout 1)**
  - Increase 24/7 access to planning
  - Increase student awareness of early planning for completion (completion by design)

# RETENTION Strategies: Financial Support

- Increase Ability to Immediately Support Students through the Development of a **Student Success Fund**
  - Initial Friends of MCC Foundation support
  - A research-supported critical retention tool
  - Roundup Program (through MCC Café)

# RETENTION Strategies: Coaching

- **Align Student Success Coaching Efforts Among All Areas of Institution (counseling, tutoring, advising, instruction, etc.) (see handout 2)**
  - A concentrated strategy to better align the many, varied student success strategies across campus

# ATTRACTION Outcomes: Outreach and Recruitment

- Increase Number of Contacts Annually from 10,500 to 13,700
- Increase Number of Prospective Students who Apply from 45% to 50% Over Next Five Years
- Increase Applications:
  - Traditional Students: Increase Applications by 2% Annually
  - Non-Traditional Students: Increase Applications by 4% Annually
  - Special Populations (multicultural, veterans, etc.): Increase Applications by 2% Annually

# ATTRACTION Outcomes: Program Enrollment

- Increase Headcount by New Students Who Would Have Attended Similar Programs at Other Community Colleges (over next 3-5 years)
  - Human Services: 25 new students
  - Welding: 25 new students
  - HVAC: 40 new students

# RETENTION Outcomes: Course Success and Retention

- Increase Course Success Rate by 2% for 2017
- Increase Course Retention Rate by 1.2% for 2017



## RETENTION Outcomes: Persistence

- Increase Fall-to-Fall Persistence by 4%, Bringing Level Back to What Was Achieved in FY 2013 (represents approximately 150 students)
- Increase Fall-to-Spring Persistence by 1.5%, Bringing Level Back to What Was Achieved in FY 2013

# RETENTION Outcomes: Financial Support

- Provide \$10,000 Annually in Emergency Student Aid and Measure Retention

# Questions