

Enrollment Management Retreat
Friday, November 21, 2008

Present: This meeting included the managers in the Student Services division, Dr. Keith Snow-Flamer (Vice President of Learning and Student Development), and Martha Davis (IR Director). The meeting was facilitated by Dr. Jeff Marsee (President/Superintendent).

Summary: This meeting was a discussion of pathways and barriers regarding student flow into the College of the Redwoods (CR). Whiteboard comments, a flowchart (attached), and a list of action items are included.

Whiteboard Notes:

Outreach includes prospective students, children, parents, and the community at large.

New Students

- Inquiry
- Application
- Assessment (English and Math, includes assessment, advisement, and counseling)
- Registration (online and walk-in)
- Financial Aid
- Orientation
 - Academic
 - Housing
 - Student Life
 - Childcare
 - Transportation

Semester Activities

- Add/Drop
- Advising
- Attendance (census)
- Mid-Terms
- Financial Aid
- Late Drop
- Finals
- Registration
- Payments (bookstore, dorms, fees)
- Tutoring
- Student Life
- Transfer

Driver (Leading) Indicators:

High-school yield rate

Contacts to applications

HRs/H.S./Contacts

or % of students who participate in orientation

Barriers:

Staff

Funding

Policies

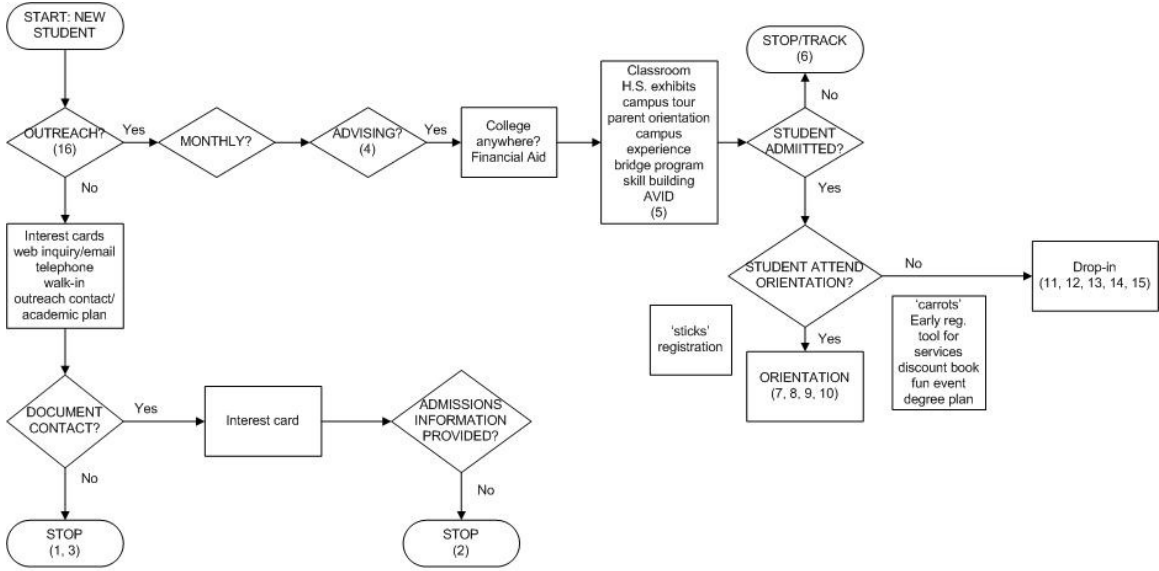
Consistent information

Customer service

Student retention issues

Faculty

ENROLLMENT MANAGEMENT FLOWCHART (AND IDENTIFIED ACTIONS)



	Needs Identified	Action Steps	Who/When
1	Need to establish standard inquiry card		
2	Need to establish receipt referral process		
3	Monitor inquiries by type: build a database to predict enrollments		
4	Points of contact (counselors, principles, PSAT, Accuplacer)		
5	<u>Junior Year Orientation</u> Familiarization Assessment test Skills building <u>Senior Year</u> Introduce career concepts		
6	Tracking system needed		
7	Need to motivate participation		
8	Enrollment management system, mission		
9	Registration/Orientation		
10	Include faculty		
11	Drop-in seminar		
12	Create new student, last minute, registration process		
13	Create cohort groups with block registration		
14	Late start courses that makes room and times for late arrivals		
15	Room management		
16	No point of contact for students		