Enrollment Management: Using Data to Address Student Success
Planning is Critical to Student Success

- Projects into the future
- Sets goals, expectations, and elements of success
Long-Term Strategic Plan

- Should include projected enrollment
- Needs to be data informed
Recruitment: Identification of Targeted Communities

- On the Reservation
- Near the Reservation
- Online/Distance Education
- Specialty Disciplines
- Other
Enrollment Planning Data

- Identifying potential students
  - Jr. High & High School Enrollment – 5 years of data projections
  - Elementary, Jr. High, & High School Enrollment – 10 years of data projections

- Census Data
  - [https://www.census.gov/quickfacts/fact/table/siouxcountynorthdakota,US#viewtop](https://www.census.gov/quickfacts/fact/table/siouxcountynorthdakota,US#viewtop)

<table>
<thead>
<tr>
<th>Education</th>
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<tbody>
<tr>
<td>High school graduate or higher, percent of persons age 25 years+, 2011-2015</td>
<td>84.1%</td>
<td>85.7%</td>
</tr>
<tr>
<td>Bachelor's degree or higher, percent of persons age 25 years+, 2011-2015</td>
<td>17.3%</td>
<td>29.8%</td>
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<tr>
<th>Economy</th>
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<tbody>
<tr>
<td>In civilian labor force, total, percent of population age 16 years+, 2011-2015</td>
<td>55.1%</td>
<td>63.3%</td>
</tr>
<tr>
<td>In civilian labor force, female, percent of population age 16 years+, 2011-2015</td>
<td>58.8%</td>
<td>58.5%</td>
</tr>
</tbody>
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Student Success: Retention

Long-Term Strategic Plan

Enrollment Goal

Retention Goal
Establish a Philosophy of Student Success

Essential for buy-in from all departments/employees versus a “Retention Coordinator” with no authority over employees.
Slogans Reinforce the Student Success Philosophy

Student Success is Everybody’s Business

DeKalb Tech

Everyone Teaches-Everyone Learns

Middlesex Community College

Fostering Success for Our Relatives

2017 TCU Summer Meeting

Student Success Builds Strong Tribal Nations
Definitions

Persistence: IPEDs’ definition is all full-time degree seeking students attending college and measured from fall term to spring term.

AKIS/AIMS’ definition is similar to the IPEDs except it includes transfer students in its calculations.

Retention: IPED’s definition is, first-time, full-time students who have never attended any other higher education institution and this is measured from one fall term to the next fall term (downloaded March 3, 2014-IPEDs).

Institutional Variations
Baselines

Need to determine baseline data, i.e., identify which year’s data will establish your baseline information that will be used to compare other years/semesters.
Articulation of Retention Priorities

• Institution (e.g., Males)
• Academic Program Level (Program Reviews)
• Cohort Level (First-Time Freshman, Transfer students, etc.)
• Course Level (Developmental Education, Gateway courses, etc.)
Enrollment Plan

This is an organizational concept and a systematic set of activities to enable colleges to have more influence over student enrollment.

Adapted from Don Hossler & John P. Bean, 1990.
Enrollment Goal Example

To establish and maintain a recruitment plan that will increase new students by 50 per year through 2020.

- To have completed a demographic study of service area by January 1.
- To increase enrollment of current high school graduates by 2018.
- To increase enrollment of current GED graduates by 2018.
- To create and increase the number of programs/activities that will increase the male student enrollment.
- To develop articulation agreements between other area TCUs for transfer students into Bachelor’s and Master’s programs.
Retention Goal Example

To establish and maintain a retention plan through 2020.

- To provide an effective first year learning experience.
- To provide an effective integrated and coordinated advising program for all students.
- To improve engagement of all students.
- To create improved communication of events/activities and important dates between the college and the students.
- To provide services for students at risk.
- To increase availability/access to support services offered to each campus site.
- To increase student opportunities for external experiences.
<table>
<thead>
<tr>
<th>Objective</th>
<th>Measurement Tool (Who, what, how, when?)</th>
<th>Measurement Goal (Expected results)</th>
<th>Findings (Actual results)</th>
<th>Action or Recommendation</th>
</tr>
</thead>
</table>
| To increase enrollment of current high school graduates. | Student Services will complete the following recruitment activities with high school students each year:  
- College Awareness on campus visits - Send thank you cards  
- Visit High Schools/Recruitment Fairs  
- Brochures/Alumni Posters at each school on and near reservation boundaries  
- Sunday/Summer Academies  
- HS graduate scholarship  
- School counselor awareness sessions  
- Visits to schools during parent teacher conferences  
- Duel credit/duel enrollments | At a minimum 300 high school contacts will be made in a year resulting in an additional 10 high school graduates selecting XXC the following fall term. | The following contacts were made with high school students:  
10/24/16: College Awareness 30  
11/7/16: WHS COMPASS 18  
11/15/16: SRHS Transition 24  
12/7/12: WHS College Fair 60  
1/10/17: SRHS FAFSA tour 23  
2/19/17: XHS FAFSA tour 3  
2/20/17: XXHS Recrt. Visit 8  
2/27/17: XXHS Recrt. Visit 4  
3/6/17: SRHS College Fair 54  
3/27/17: SCRUBS Fair. 17  
4/9/17: SRHS Tribal summit 22  
4/1/17 XXHS FAFSA tour 25  
Total = 288 (Duplicated) | 2016-2017: Fourteen high school graduates out of 100 from area high schools selected XXC. | Continue with current recruitment activities, along with developing five new recruitment activities.  
Plan to hold several bridge programs for the summer 2018. |
Other Strategies

- Problem-Based Learning
- Structured Freshman Year (Learning Community)
- Cultural Relevance, e.g. Ocheti Sakowin
- Behavioral Health
- Other
Goals! Goals! Goals!

With *Evidence* of Success.
Pinamiya!