

# ENROLLMENT MANAGEMENT UPDATE



Presenter: Missy Olson, Dean of Enrollment Management

Enrollment Management encompasses recruitment, admissions, testing, financial aid, Adult Basic Skills, College Transitions, and the STEP and Pathways to Opportunity initiatives.

**Admissions:** We processed 4,218 admissions in 18-19. The turnaround time for applicants is 2-3 days, and they all receive an email notification to the personal email they provided that includes an onboarding checklist and personalized contact information to their Enrollment Advisor. Enrollment Advisors then follow up within one week. We transition prospective students to advising after orientation and placement.

**Summer Campaign:** We conducted a personalized outreach to new admits and returning students who have not registered for fall by Enrollment Advisors, Academic Advisors and faculty. Thanks to all who assisted.

Revised orientation with matching online orientation in a CANVAS shell:

- Students learn how to access to accounts
- They get personalized help on how to pay for college-look up resources and print forms
- They must leave with next step scheduled

Enhanced spring advising and orientations in area high schools. In the works for 19-20:

- Cross-divisional Retention plan
- Communication plan and timeline for all student outreach

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<https://www.umpqua.edu/getting-started>



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## Special Projects

There are several special projects that help encourage student success:

- **Pathways to Opportunity:** This initiative is sponsored by the President's Council to pull together federal, state and local resources that help students overcome barriers. Last year, a team was developed to brainstorm ideas, including a pre-enrollment survey around barriers and solutions, a resource wall/office area, a student resource guide tied to a more comprehensive website page with internal and external resources, and holding a resource fair each term. We hired a PT Success Navigator, Maci Brock, in August to help implement these ideas.
- **STEP:** One common student barrier is food insecurity. UCC joined the STEP Oregon community college consortium in October. STEP stands for SNAP Training and Employment Program, and it supports students on food stamps through enhanced services like career coaching, job search training, and funds to cover costs. Our STEP started in the ABS program, who has qualified and served 55 students since January. With the addition of the Success Navigator, we are now expanding this program to qualified credit and short term training students, as well as developing a campaign to increase SNAP enrollees.
- **Soar to Success:** This is a student success grant from the state to support first generation students. UCC wrote the grant specifically for stop out students (attended UCC but weren't successful) and GED graduates. The grant provides retention workshops, a navigator, and funding up to \$1,000 per term.

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## **College Transitions**

- During 2018-2019, We had 631 dual credit students and 224 Expanded Options students (on campus taking college courses)
- A new Allied Health Certificate was offered in the high schools through Sponsored Dual Credit, thanks to a CTE revitalization grant. We are looking to continue to offer these courses, as well as Chemistry 104 with Joseph Villa. Sponsored dual credit is how to grow the dual credit program as qualified high school instructors retire. It involves a more intensive mentor relationship with the UCC faculty member.
- We completed a peer review verifying our dual credit programs meeting state standards and will hear the results fall term.

Come see us with questions on any of these initiatives. We'll be happy to walk you through them!

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