



SEM Newsletter

Spring 2013

Strategic Enrollment Management Committee

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The Strategic Enrollment Management Committee has remained busy during Spring Semester as we continued to hear reports, share information and updates, and discuss issues related to recruitment, enrollment, progression, retention—basically anything that can impact student success and completion.

Enrollment for Spring Semester dropped from the previous year to 3283 headcount (down 6.3%) and 2154 FTE (down 4.1%). This downward trend was consistent with the data from public institutions throughout the nation and across Tennessee. In fact, all but one of the TBR universities experienced year-to-year enrollment declines for spring semester, and only one TBR community college had a year-to-year increase for Spring 2013. The total enrollment at community colleges in the state was down 3.1% from 2012,

and FTE enrollment was down 5.2%. While trends such as this are difficult to turn around, I am hopeful that the many initiatives related to student enrollment, progression, and completion that are underway across the college will collectively reverse the enrollment decline and set us on a path for stability and even slight enrollment growth in the coming semesters.

In this newsletter, you will read about some of the great work that is going on across the college. New academic offerings like the structured learning community (cohort) in Electrical Maintenance, the emphasis on customer service awareness and training being planned by the staff and faculty senates, recruitment initiatives, and improvements in advising processes are just some of the many exciting things that staff and faculty from all parts

of the college are working on as we strive to better serve our communities and the students who come to us. Balancing the completion agenda (which drives virtually all of the formula for state funds allocated to the college) with the desire to increase both headcount and FTE enrollment (which accounts for about half of the college's total revenue) can be a challenge. However, examining our policies, practices, and processes in light of this balance can help us make decisions that benefit students by offering them opportunities for enrollment and supporting them so that they can be successful. Working toward this balance is what Strategic Enrollment Management and the college's SEM plan is all about.

Michael Stokes,
SEM Committee
Chair

Strategic Enrollment Management Committee members:

Tony Bartolo, Director of Marketing and Public Relations

Suzanne Bayne, Assistant Director of Enrollment Services

Sonia Calvin, Accounting Director

Brenda Disorbo, Director of Financial Aid

Penny Gibbons, Chair of Advising Committee

Dr. Denise King, Vice President for Academic Affairs

Nancy LaBine, Dean of Health and Wellness and Nursing

Barbara Nipper, Executive Secretary/Student Services

(Committee Secretary)

Dr. Verrill Norwood, Assistant Professor of Chemistry

(Faculty Senate Representative)

Marcia O'Connor, Director of Institutional Research and Effectiveness

Kelly Ormsby, Learning Support Coordinator

James Peters, QEP Chair

Sinthea Reynolds, Coordinator of Student Accounts

Dr. Mitch Rhea, Dean of Math and Natural Science

Jason Sewell, Director of Enrollment Services

Dr. Michael Stokes, Vice President for Student Services
(Committee Chair)

Patty Weaver, Director of Off-Campus Sites

Kimberly Wills, Staff Senate President

Mark Wilson, Director of the ACCESS Center

Sherra Witt, Dean of Business and Technology

Fred Wood, Interim Dean of Humanities and Social Sciences

Dr. Tommy Wright, Vice President for Finance and Administration

Tracey Wright, Chair of Diversity Committee

Access To Success for All

The Tennessee Board of Regents (TBR) has joined twenty-one other public institutions of higher education to pledge to reduce the gap that exists for students of color and students from families whose income is in the low income bracket. The project is called Access to Success (A2S) and is headed up by the Education Trust and the National Association of System Heads (NASH). The expectation is that by 2015 the existing gaps for these groups will be cut in half. TBR has asked each president to name an A2S campus contact, Dr. Hite has asked Tracey Wright to serve in this capacity.

Each academic year the participating systems are provided a report which provides data which to show the campus how the campus is doing in terms of closing the gap for the two affinity groups. The campuses have been asked to use the data to help make decisions regarding opportunities to implement new strategies that might have a positive result on closing all existing gaps. On March 14th

Dr. Denise King, Ms. Marcia O'Connor, Dr. Michael Stokes and Ms. Tracey Wright attend the Access to Summit hosted by TBR with facilitation provided by the US Education Delivery Institute. The purpose of the summit was to allow each campus to begin taking a closer look at the data and to be in conversation about which strategies might work best for their campuses. In the near future an A2S Delivery Team will be named. This team will have responsibility for drilling the data down to individual students and reaching out to students to establish a plan which will aid the student in completing. Additionally the group will analyze leading indicators as they make decisions about actions to take.

The campus is charged with providing regular updates to TBR and will continue to receive data to guide and inform its decisions regarding programs and strategies needed to help cut the gaps for students of color and low income students. Drive to 55, Complete College Tennessee

and A2S – hopefully by now you have heard something about each of these key initiatives that TBR is initiating and have begun thinking of ways that you can aid us in helping our students be successful at remaining with us until they graduate. Anyone wishing to see our campus report card or to receive more information about the A2S initiative should visit the websites listed below and/or contact Tracey Wright.

<http://www.edtrust.org/issues/higher-education/access-to-success>

<http://www.edtrust.org/dc/access2success/tennessee-board-of-regents>

<http://tbr.edu/offices/accessanddiversity.aspx?id=8630>

Tracey Wright,
Chair of Diversity Committee

Summer and Fall NSAR Update

The New Student Online Orientation (NSOO) is now live on CSCC's homepage and students are making New Student Advising & Registration (NSAR) reservations. During the NSOO, students work at their own pace while learning about college resources and then schedule a NSAR session for advising and registration. We are excited to announce that re-admitted and transfer students are now participating in the programs too. While re-admits and transfers may have some college experience, we want them to be aware of CSCC's programs and services available to help them succeed. We have dedicated 5 of the NSAR dates to the tnAchieves scholarship students. They will have a live new student orientation immediately followed by a NSAR session.

Beginning with the dates in June, NSAR sessions will have an increased emphasis on advising. Advisors will be introducing students to an advising syllabus, academic planning in Degree Works, and group advising information. Below are the scheduled dates. Contact the ACCESS Center for more information.

Summer:

April 29	2:00	NSAR
May 15	10:00	NSAR
May 22	10:00	NSAR
May 29	10:00	NSAR

Fall:

June 11	1:00	NSAR for tnAchieves Bradley
June 13	1:00	NSAR for tnAchieves Bradley
June 18	1:00	NSAR for tnAchieves Bradley
June 20	1:00	NSAR for tnAchieves Bradley
June 25	1:00	NSAR for tnAchieves Meigs
June 27	1:30	
July 10	10:00	
July 17	10:00	Athens
July 24	10:00	
July 31	5:00	
Aug 6	10:00	
Aug 8	1:00	Athens
Aug 13	10:00	
Aug 15	5:00	
Aug 20	10:00	

Mark Wilson,
Director of the ACCESS Center

Customer Service



Staff Senate recently initiated a Culture of Care Task Force to continue work on SEM objectives for customer service and training. The Task Force is working in conjunction with Staff Development committee on a brainstorming session for Staff In-Service. Because Cleveland State has so many staff who do a great job interacting with each other and students each day, we're going to the source to get some ideas about "best practices."

Staff In-Service will be held June 26 and 27. Staff Development has been planning

for a while, and will focus the content on campus – new initiatives, updates, connections. We'll see all staff there for lunch June 26 with afternoon sessions to follow. We'll have breakfast together on June 27 before morning session. See you there!

Kimberly Wills, Staff Senate President

ADVISING COMMITTEE

The Advising Committee has been working diligently over the past year recommending and implementing various changes to advising services. We distributed evaluation of advising services surveys to students and advisors, researched best practices and successful advising models, employed a consultant from the National Academic Advising Association (NACADA) to evaluate CSCC's current advising services, and gathered pertinent information from NACADA's national conference.

One of the most impactful changes is the Mandatory Advising Policy, effective April 1, 2013. This policy affects all

degree- and certificate-seeking students. These students are now required to contact their assigned faculty advisors for advisement prior to registration. During the advising appointment, advisors provide advisees with a Personal Identification Number (PIN), which is unique to the student each semester. Students are required to enter their PINs each time they log on to add or drop classes.

Several other important changes to advising services have also been implemented. Advisors now have electronic access to updated advisee lists through an ARGOS report distributed by their deans. In the near future, each advisor will be able to access his/her own

list of advisees through ARGOS. In addition, the assignment of advisees to advisors has moved from Records to the deans.

A standardized advising syllabus has been developed and will be distributed at New Student Advising and Registration sessions, starting this June. Two new subcommittees are in the process of forming: Advisor Awards Program and Advisor Training, Development & Assessment. The Advising Committee is also working with the ACCESS Center to design a Peer Advising Program.

Penny Gibbons,
Chair of Advising Committee



Update on COHORTS

The Advance Cohort Program has experienced success with the initial offering of the Electrical Maintenance Certificate. This class meets on Saturday mornings from 8:30 a.m. – 12:30 p.m., on the main campus and in Athens, with a total enrollment of 24 students. Faculty for these classes have reported that, although students continue to adjust to the accelerated pace of the classes, they are focused on learning the subject matter being presented. These students will complete this seven month program at end of 2013 summer semester. The Electrical Maintenance Certificate Cohort will be offered again in Cleveland and Athens for 2013 fall semester.



In addition to the cohort from the Technology Department, the college is offering a new Pre-Allied Health Certificate for 2013 fall. This cohort will meet two nights per week on the main campus and include the General Education classes necessary to be considered for possible admission into various Allied Health majors. Another component of this program is the opportunity for students who successfully complete this certificate to apply for admission to the Occupational Therapy Assistant Program being offered at Roane State Community College through the TN Rx consortium.

The development and delivery of these programs is a success due to the efforts of many departments across campus. I am very grateful to everyone who offers support and assistance from their departments as these programs continue to expand.

Cele Curtis, Cohort Specialist

Enrollment Updates



Enrollment Update (as of April 15)

<u>Summer</u>	<u>2013</u>	<u>2012</u>	<u>%</u>
HC	450	536	-16%
FTE	168	227	-26%
APPS	575	492	+15%
<u>Fall</u>	<u>2013</u>	<u>2012</u>	<u>%</u>
HC	524	616	-15%
FTE	346	398	-13%
APPS	1095	959	+13%

After an initial slowdown with registration (maybe due to the mandatory advising changes), registration activity has increase over the course of the month. We expect May enrollment figures to be closer to where we were at the same time in 2012. Regular enrollment updates will continue over the coming weeks.

Communication to currently enrolled students is continuing, with reminders about advising changes, registration, and financial aid requirements going out via email, CougarNet, social media, and phone calls. A big emphasis for communication this spring and summer is to do regular phone calls to students who have applied and still need to complete application and/or financial aid files. With increased application numbers, communication to these applicants may help increase our yield, which means that more applicants actually enroll.

Jason Sewell, Director of Enrollment Services

Did You Know?



- 608 high school students have participated in the dual enrollment program during the academic year, earning an average of more than 6 credit hours per student.
- Data shows that 98% of dual enrollment students who register for a course complete that course with a “C” or better.
- Effective Fall 2013, high school freshman and sophomores may enroll as dual students, with appropriate credentials and permission of their school. Prior to this change, dual programs were restricted to 11th and 12th grade students.
- 229 new students from Cleveland/Bradley County are currently in the pipeline as Tennessee Achieves students for Fall 2013?
- The Tennessee Achieves program has been expanded to include Meigs County for Fall 2013. 25 students from Meigs County are currently eligible.

Progression and Completion Corner



- As of April 25, 462 students have applied for spring graduation. While numbers are not final, we hope to see an increase over the 368 students who earned credentials for Spring 2012.
- The Fall-Spring Retention rate of Cleveland/Bradley Tennessee Achieves students for 2012-13 was 85%, which exceeds the statewide Tennessee Achieves average. That rate is also 10 points higher than the average first time freshman rate at the college!
- The SEM Committee sponsored a two part webinar “The Most Effective Retention Strategies” in early March, with more than 20 faculty and staff participating.
- Eight faculty and staff participated in a retention Summit at MTSU in February.