



Enrollment Is Everybody's Business!

Recruitment and Retention as Campus-Wide Efforts

When I think of Who Owns Enrollment, I Think Primarily of:



- <https://app.wooclap.com/HFCSEM>

When I think of Who Owns Retention, I Think Primarily of:

<https://app.wooclap.com/HFCSEM>



How It All Started

Enrollment Planning Team

- Facing continued enrollment declines and poor retention rate
- Desire to make a positive effect on enrollment
- Large group of campus personnel with great ideas, but no power or authority; faculty members were not represented

How It All Started

- No direction of where Team was going
- Short-term, limited goals
- We said enrollment was everybody's business, but it really wasn't.

Tools of the Trade

- Transparency is essential to all constituents
- SEM Portal Page for faculty, staff and Board of Trustees
- Suggestion Form
- Board of Trustees Presentations

Intranet SEM Portal Page

Henry Ford College has a proud tradition of serving our community. The support we receive from our community comes with a responsibility to continually improve the College. One area in which we must grow is our enrollment processes, to improve recruitment, persistence, and completion rates.

Strategic Enrollment Management (SEM) is a joint venture between Academic Affairs and Student Affairs. Under the leadership of Vice President Michael Nealon and Vice President Daniel Herbst, a Strategic Enrollment Management Core Team is working to evaluate and improve our enrollment processes and outcomes.

Strategic Enrollment Management (SEM) is a long-term effort that will help us:

- Decide how and where to grow our enrollment;
- Define and assign responsibility for different aspects of the growth process;
- Understand and implement best practices for increasing retention and completion rates;
- Connect strategic plans with budgets and marketing/communications efforts;
- Develop short-term planning objectives;
- Develop long-term planning objectives, including personnel and infrastructure needs;
- Develop multi-year financial projections; and
- Measure, assess, benchmark, and continually improve our enrollment efforts.

Do you have suggestions for this work? Fill out our

Suggestions Are Welcome!

Suggestion Form Fields:

- Full Name
- Department
- Phone Number
- Email Address
- What suggestion or idea would you like to submit to the SEM Team?
- What are you willing to contribute to part of the solution-what are you willing to do?

Engaging the Whole Campus

- Top down encouragement – bottom up planning



- Steering around barriers

Steering Committee Roster

Co-Chairs:

Jennifer Ernst, Dean of the School of Liberal Arts

Holly Diamond, Executive Director of Enrollment Services and Registrar

Members:

Lynn Boza, Counseling and AFO President

Rama Chidambaram, Instructor of Math

Chardin Claybourne, Coordinator of the Learning Lab and Tutoring Services

Kevin Culler, Director of Financial Aid

Rhonda DeLong, Director of Marketing and Communications

Paul Fisher, Instructor of Economics and Chair of the Faculty Senate

Eric Gackenbach, Instructor of Culinary Arts

Lori Gonko, Vice President of Institutional Research and Compliance

Diane Green, Counseling

Gillian John, Associate Dean of STEM

Current Sub-Team List

1. Adult Students, Winter 2019
2. Focus on 45, Spring 2019
3. Seven Enrollment Steps Revision, Winter 2019
4. Latinx Student Population, Spring 2019
5. Optimal Enrollment Point, Summer 2019
6. Year-Round Scheduling, Spring 2019
7. Scholarship Team, Fall 2019



Sub-Team Accomplishments

- Brand new personalized enrollment processes
- 1,270 students notified that they are eligible for immediate graduation
- 3,097 students notified and advised on needing 9 credit hours or fewer to graduate
- Preliminary optimal enrollment point
- Adult Student data shared with multiple sub-teams and recommendations for new sub-teams on scheduling and online learning

Overall Enrollment Achievement

- Fall Credit Hours: +1.5%
- Winter Credit Hours: +3.6%





Student Support Committee

Charge / Purpose

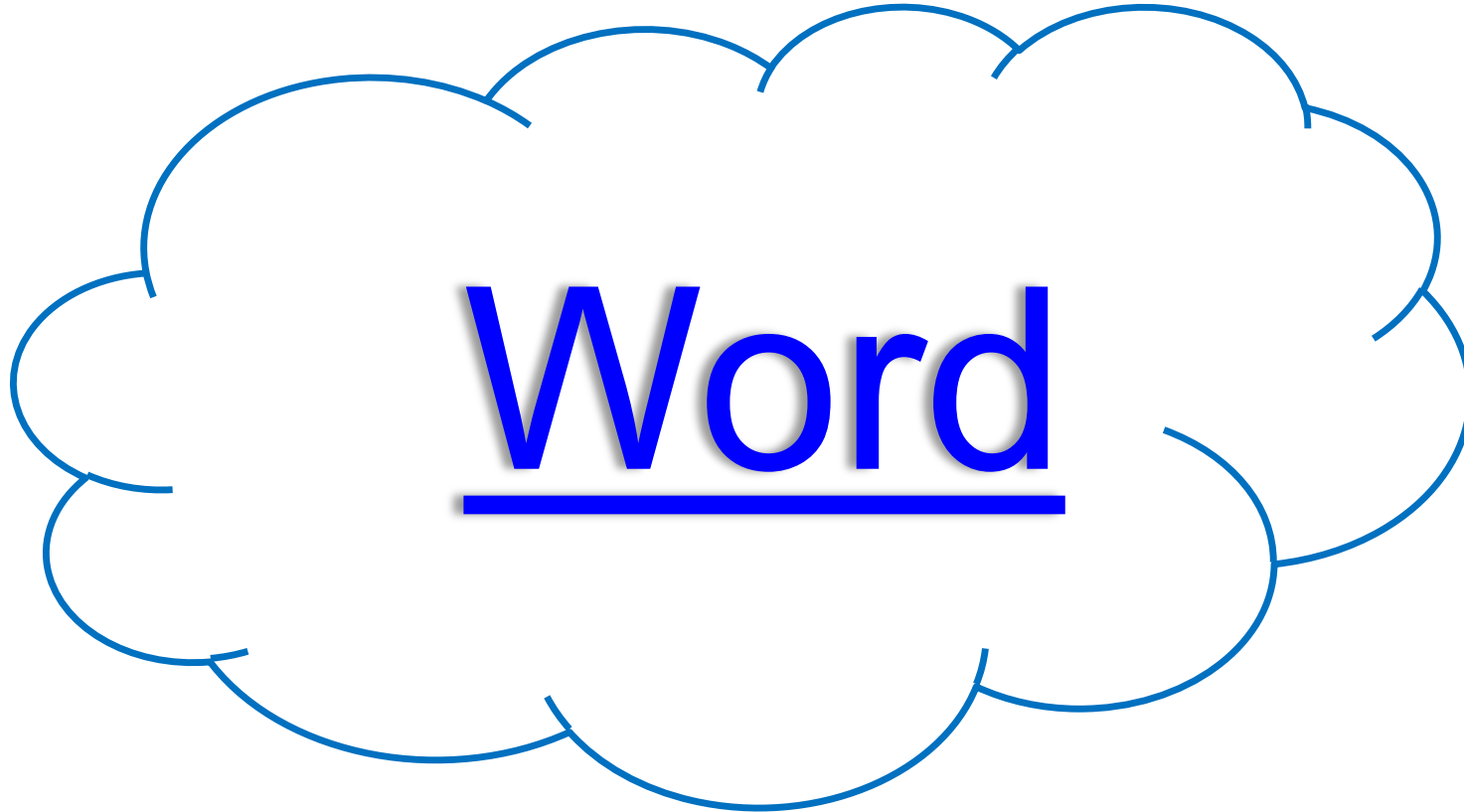
The Student Support Committee:

- Works to ensure that students have adequate academic support across campus;
- Seeks ways to improve student success;
- Explores ways to increase student retention and completion;
- Researches best practices in the literature and at other institutions;
- Investigates problems and concerns with student support at HFC; and
- Develops recommendations for initiatives and/or for revising current services.

Current HFC Offices Represented

- Admissions and Recruitment
- Student Outreach and Support
- English Dept.
- Learning Lab
- Library
- Mathematics Dept.
- School of Health and Human Services
- School of STEM

Student Support at Your Institution



Current Projects

- Emergency Funding
- Textbook
- Coordinating Retention Efforts



Issue: Emergency Funding

Many students at HFC are in difficult financial circumstances.

While HFC provides emergency financial support for students, these funds have been tied to federal financial aid eligibility and other restrictions, thus **limiting the number of students eligible to receive this support.**

Solution: Emergency Funding

Working with the HFC Foundation, the source of the emergency funding, we discovered that the **restrictions were, in many ways, artificial**, and could be changed to help more students.

We are now working to institute a new process which will accommodate the increased demand we are expecting.

Issue: Textbook Access

The **affordability of textbooks** continues to be a barrier, causing some students to purchase them well after classes have started, share them with peers, forego purchasing textbooks at all, and even resort to illegal means for obtaining them.

Solution: Textbook Access

The SSC is spearheading increased usage of **textbooks on reserve** in the campus library, including a campaign to involve more faculty in updating their course reserves and determining the lending policies for these materials.

This sub-team is also working with Marketing and Communications to improve communication of this resource to students.

Issue: Coordinating Retention Efforts

Still in its infancy, this sub-team will focus on ways to **improve the efficiencies** of existing HFC efforts to increase student retention.

This may include examining the relationships between offices with similar personnel (Counseling, Academic Advising, Student Success Navigators, and Success Coaches) and how the College addresses students on first semester academic probation.

Solution: Coordinating Retention Efforts

See us in 2021!





Future Topics

- Transportation and Housing
- Student Health and Wellness
- Open Educational Resources

Current Membership

- Theresa Betts
- Rama Chidambaram
- Chardin Claybourne
- Betsy Cohn
- Delphine Davis
- Janice Gilliland
- Brenda Hildreth
- Jennifer Larose
- Chelsea Lonsdale
- Keambra Pierson
- Cynthia Scheuer
- Shanna Simpson-Singleton
- Chris Tucker

Questions?