



**Enrollment
Management
Plan
2005-2007**

Bossier Parish Community College Enrollment Management

Introduction

In fall 2002 BPCC developed a comprehensive enrollment management plan, which included recruitment, marketing, and retention as part of the Louisiana statewide initiative. As a result, BPCC developed an institutional **Enrollment Management Plan, 2003-2005**. After the establishment of retention, marketing, and recruitment activities, the College developed forty-five "action items" it found useful to carry out the goals of enrollment management, recruitment, and retention. The BPCC **Enrollment Management Plan, 2003-2005** called for the creation of an "Enrollment Management Team." The College, however, found it more effective to create two small committees called the Retention Committee and the Marketing Committee, whose activities- enrollment management functions – report to the Retention Coordinator, currently the Vice Chancellor for Academic Affairs.

The enrollment management efforts at BPCC are centered in these two committees (Action Plan 14), and their efforts have coordinated the accomplishment of the action items in the **Enrollment Management Plan, 2003-2005**. Both of the above named committees have met and reviewed various aspects of enrollment management at BPCC and have reported their activities to the Vice Chancellor for Academic Affairs. Minutes of the committee meetings are included as partial documentation of their efforts. In addition, various organizational units throughout the College have assisted in the campus-wide effort to manage enrollment activities. Documentation of their efforts comprise the majority of this document, and sustains on-going, college-wide efforts to market, recruit, and retain students.

The College developed the **Achievements of the Enrollment Management Plan, 2003-2005**, which contains the following: 1) Retention Summary Chart, 2003-05; 2) Marketing/Recruitment Summary Chart, 2003-05; 3) Minutes of the Retention Committee; 4) Minutes of the Marketing/Recruitment Committee; 5) Comparison of Retention Goals to Actual Retention; 6) Comparison of Enrollment Goals to Actual Enrollment; 7) Documentation of the achievement of enrollment goals.

A loose leaf "fact book" documents the achievements of the action items and contains the following documentation of marketing, recruitment, and retention activities: flyers, handouts, newsletters, statements, programs, brochures, and statistical charts. In addition, opportunities to further address items not accomplished by the spring 2005 are listed. This fact book is housed in the Office of the Vice Chancellor for Academic Affairs.

In comparing retention goals to actual retention, Bossier Parish Community College met and exceeded benchmarks.

1) In 2002-03 and 2003-04 first-to-second year retention of first-time, full-time students increased retention by 1% and by 3% respectively; 2) Other full-time freshmen retention

increased by 8% in 2002-03 and by 9% in 2003-04; 3) Retention of all freshmen was up by 1% in 2002-03 and down by 2% from 2003-04; 4) The percent of minority students was up 1% from 2002-03 and by 2% from 2003-04.

Comparison of enrollment goals to actual enrollment: 1) First year transfer re-admissions were up by 5% in 2002-03 and by 4% in 2003-04; 2) All first year and transfer re-admissions were up by 10% in 2002-03 and by 11% in 2003-04; 3) New first-time in college students increased by 11% in 2003 and by 14% in 2005; 4) New transfer students increased by 11% in 2003 and by 33% in 2004; 5) Overall re-admissions were down by 9% in 2003 and by 15% in 2004; 6) The enrollment of all students increased by 4% in 2003 and by 5% in 2004.

Enrollment Management Plan, 2005-2007

Introduction: In fall 2002 Bossier Parish Community College began the development of a systematic comprehensive enrollment management plan, which included recruitment, marketing, and retention as part of a statewide initiative in higher education supported and encouraged by the Louisiana Board of Regents for Higher Education and the Louisiana Community and Technical College System.

The Enrollment Management Plan, 2005-2007 is a result of campus input from the two college standing committees on Marketing/Recruitment and Retention. These committees reviewed the previous **Enrollment Management Plan, 2003-2005** and developed the new enrollment strategies. These committees are composed of faculty and staff representing the College as a whole. The plan is a blueprint for the next three years in the areas of marketing, recruitment, and retention. The 2005-07 plan builds upon the experiences and accomplishments of the 2003-05 plan. The faculty, staff, and administration are committed to achieving the goals of this plan.

Executive Summary: The BPCC Enrollment Management Plan, 2005-2007 promotes growth and student success, while offering access and excellence. The plan reflects the marketing and recruitment visions for the College and sets numerical and qualitative goals for the College's customers. The plan sets targets for student enrollment growth and increased student retention rates. The goals are supported by specific action plans.

Mission Statement: The mission of Bossier Parish Community College is to provide instruction and service to its community. The mission is accomplished through courses and programs that provide academic education, broad career and workforce training, continuing education, and varied community services through flexible instructional delivery systems. The College provides a wholesome ethical and intellectually stimulating environment in which students develop their academic and workforce skills to compete in a technological society.

Revision of mission statement: Bossier Parish Community College is currently in the process of revising its mission statement and the update is expected to be complete sometime in fall 2005.

BPCC Strengths, 2005-2007

Dedicated faculty and staff
Personal service to customers
Effective articulation agreements with area colleges and universities
Variety of course and program offerings
Active learning center
Internet courses and degrees
Strong community support and involvement
Friendly atmosphere
State-of-the-art campus
Safe campus

BPCC Challenges, 2005-08

Aftermath of Hurricane Katrina
Need for additional certificate/degree programs
Student financial resources
Tight state budgets
Student demographics - working students, students with family responsibilities

BPCC Opportunities, 2005-08

Improved financial aid packages
Increase in funded scholarships
Developing hospitality industry
Orientation of transfer and non-traditional students
Concurrent/Dual enrollment of high school students
TOPS-Tech scholarships
WIA, IWTP, MOMS programs
Academic certificate programs
Planning Assumptions

Marketing, Recruitment Strategies, 2005-08

(accomplished through action items)

- 1) Improve the communication process with students
- 2) Develop a marketing and recruiting initiative to enhance enrollment in under-enrolled programs
- 3) Improve the application process for prospective students

BPCC Strengths
BPCC Challenges
BPCC Opportunities
Marketing, Recruitment Strategies

Retention Strategies, 2005-08

(accomplished through action items)

- 1) Improve faculty advising
 - 2) Increase retention rates of developmental education students
 - 3) Increase knowledge and opportunities for minority students
 - 4) Increase financial aid awareness
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1. Recruit minority business owners to participate in the Career Day program.
 2. Organize a financial aid "get together" to assist students in completing the paper FAFSA.
 3. Organize an informal financial aid questions and answer session for students.
 4. Establish a "to do" list for all developmental education teachers that would enable them to aid developmental students in understanding the college policies and processes.
 5. Establish fact sheets that contain the "big" mistakes made in advising across the divisions.
 6. Create new, updated hard copies of the advising manual in binders and distribute to all academic advisors.
 7. Create an optional online self-help quiz on advising to be taken by all interested academic advisors.

Planning Assumptions, 2005-2007

The Louisiana Board of Regents Master Plan takes effect fall 2005

New academic programs will be the single largest investment to promote enrollment growth

Growth of state funds for higher education will be limited

Student tuition will see a small increase but remain affordable

All faculty will have state of the art computer capability

The number of Louisiana high school graduates will remain at 2004 levels

The local economy will remain strong due to growth of the gaming/entertainment industry and construction

The action plans in this process will be implemented

Enrollment Goals, 2005-07 (from the BPCC Strategic Plan 2005-09)

Fall 2006	Fall 2007	Fall 2008	Fall 2009
5189	5481	5772	6053

Retention Goals, 2005-07 (established by the BPCC Retention Committee)

From Fall 2004 to Fall 2005	50%
From Fall 2005 to Fall 2006	51%
From Fall 2006 to Fall 2007	52%
From Fall 2007 to Fall 2008	53%

Action Plan 1

Goal:

To improve customer service

Strategy:

Improve the application process for prospective students

Activity:

Create an online application in order to make the admissions process easier and more convenient for prospective students.

Description:

Students will do the following:

1. Create an account
 2. Complete an application
 3. Review his/her existing applications
 4. Submit a completed application
 5. Pay the fee
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Responsibility:

The Director of Admissions

Timetable:

Beginning Fall 2005

Budget:

The online application is a component of the SIS system.

Evaluation:

The director will evaluate the effectiveness of this service.

Action Plan 1
Action Plan 2

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Action Plan 2

Goal:

To improve retention

Strategy:

Improve the communication process with students

Activity:

The Admission Office sends advance registration brochures that contain detailed information about the registration process.

Description:

The brochures contain the following information:

1. Student specific contact information for the academic advisor assigned to him/her.
2. Web registration instructions with payment information
3. General information about the web system including data that the students can update, such as email addresses, street or post office addresses, phone numbers.
4. Reminders to take care of financial aid
5. Important dates for the semester identified

These brochures are mailed out two to three weeks before academic advising appointments are scheduled.

Responsibility:

The Registrar's Office

Timetable:

Brochure announcements began spring 04 for summer and fall advance registration.

Budget:

Budget for this process is approximately \$1800 (paper and postage). As enrollment increases, so will the price of this activity.

Evaluation:

The registrar will evaluate the effectiveness of this service based on the student response and the number of advance registration enrollments.

Action Plan 3

Goal:

To improve retention

Strategy:

Improve the communication process with students

Activity:

To communicate with each student prior to the beginning of class.

Description:

Prior to meeting class, the instructor will email each student via Blackboard. During the first week of class, as the instructor is reviewing the use of Blackboard, there would be an email from the instructor to the student. The email would be designed to welcome the student to the class and to give additional information that might be needed. The student would then reply to the email with any concerns or needs he/she might have.

Responsibility:

The instructor of the class

Timetable:

The first week of each semester beginning fall 2005.

Budget:

\$0

Evaluation:

Using the students' replies, the instructor would have an insight into what the students need and would, therefore, be able to determine how best to present the material to those students.

Action Plan 4

Goal:

To have marketing plans for new and under-enrolled programs

Strategy:

Develop a marketing and recruiting initiative to enhance enrollment in an under-enrolled program.

Activity:

Implement a marketing strategy for the Drama Program.

Description:

Prospective students will be reached through various recruitment activities. These activities may include college sponsored recruitment activities as well as activities sponsored by the Drama Department. Such activities may include the following:

- The Drama Department would provide secondary students with the opportunity to attend college productions or rehearsals free of charge.
- Drama faculty and/or students would visit area schools.
- Drama faculty would create specialized workshops on campus for secondary students.

Prospective students should be provided a brochure outlining the accomplishments and activities of the program and its graduates. Information on prospective students should be collected and entered into a data base maintained by the Drama Department. Contact with the individual students may then be sustained through emails, letters, mailers, and/or department newsletters

Responsibility:

Vice Chancellor for Academic Affairs, Director of Public Relations, Liberal Arts Division
Chair, Drama faculty

Timetable:

Beginning fall 2005

Budget:

Brochure	\$2,000
Postage	\$1,000
Workshop	\$1,000
Total	\$4,000 (approximately)

Evaluation:

The Division Chair of Liberal Arts and the Drama faculty would determine the successfulness of the program based on an increase in student interest in the Drama Program.

Action Plan 5

Goal:

To have marketing plans for new and under-enrolled programs

Strategy:

Develop a marketing initiative to enhance enrollment in an under-enrolled program.

Activity:

Brochures or pushcards will be designed for various programs throughout the college that need additional marketing.

Description:

For those programs that need marketing-as illustrated through low enrollment---brochures or pushcards will be designed. The document will include program information and contact information. The Public Relations Office will create the documents with the assistance of the program directors. The program directors will be responsible for the distribution of the brochures/pushcards.

Responsibility:

Director of Public Relations, Division Chairs, program directors

Timetable:

Beginning spring 2005

Budget:

Brochure/pushcards: \$5,000 (approximate)
Depends on the number of programs that need marketing

Evaluation:

The Division Chairs and program directors will determine the success of the marketing tools based on an increase in interest in the various programs.

Action Plan 6

Goal:

Improve Faculty Advising

Strategy:

Create an optional self-help quiz on advising to be taken by all interested academic advisors.

Activity:

Develop 10-20 basic advising questions in an effort to improve advising knowledge of faculty.
Make this quiz available online for all faculty.

Description:

A "quiz" will be made available on Blackboard and will be an optional way for faculty to "test" their advising knowledge. Immediate feedback will be given on incorrect answers.

Responsibility:

Dr. Dawn Young

Timetable:

Spring semester 2006

Budget:

N/A

Evaluation:

Results of quizzes as well as results of number of faculty who utilize this activity.
Advising outcomes of students.

Action Plan 7

Goal:

Improve Faculty Advising

Strategy:

Create new, updated hard copies of the advising manual in binders and distribute them to all academic advisors.

Activity:

To provide faculty with easily accessible information on advising students more effectively

Description:

Manuals which will assist faculty with easily accessible advising information will be provided and updated as needed.

Action Plan 6

Action Plan 7

Responsibility:

Dr. Dawn Young

Dr. Stan Wilkins

Timetable:

Fall semester 2005 and updated as needed

Budget:

Cost of binders and copies provided for each faculty member as determined by Dr. Young and Dr. Wilkins

Evaluation:

Advising outcomes for students

Action Plan 8

Goal:

Improve Faculty Advising in an effort to eliminate recurring advising errors

Strategy:

Establish fact sheets that contain basic information needed to effectively advise students.

Activity:

To provide faculty with an "Advising 101" handout which lists basic information needed to effectively advise students. This should be implemented creatively (perhaps through the use of learning styles) in the faculty development workshops prior to the start of each new semester.

Description:

Faculty will be given an "Advising 101" handout which lists basic information needed to effectively advise students. The 101 course will be taught to faculty creatively during the faculty development workshops prior to the start of each new semester.

Responsibility:

Dr. Dawn Young

Dr. Stan Wilkins

Timetable:

Spring semester 2006-first day back for faculty and each subsequent semester

Budget:

Copies of "Advising 101" handout for all faculty members as determined by Dr. Young and Dr. Wilkins

Evaluation:

Advising outcome of students

Action Plan 9

Goal:

Increase retention rates of developmental education students.

Strategy:

Establish a "to do" list for all developmental education teachers which would enable the teachers to aid developmental education students in understanding the college policies and processes.

Activity:

To provide a basic "to do" list for developmental education instructors that will be utilized during their first week of classes.

Description:

Developmental education students will be provided with information regarding college policies and procedures during their first week of classes in an effort to improve their understanding of the "college process."

Responsibility:

Sunny Cordaro, Division Chair for Developmental Education

Timetable:

Fall 2006

Budget:

Copies of instruction for all developmental education instructors as determined by Sunny Cordaro

Evaluation:

Retention rates of developmental education students

Action Plan 9
Action Plan 10

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Action Plan 10

Goal:

Increase knowledge and opportunities for minority students

Strategy:

Recruit minority business owners to participate in the Career Day program.

Activity:

To include a proportionate number of minority businesses in the BPCC Job Fair in an effort to educate students about various job opportunities available to them

Description:

A proportionate number of minority businesses will be available at the BPCC Job Fair to edu-

cate students about various job opportunities available to them within our community.

Responsibility:

Kathy Busch
Cindy Darby

Timetable:

Job Fair (annual)

Budget:

N/A

Evaluation:

Determine the number of minority businesses present and compare to the overall number of businesses present.

Action Plan 11

Goal:

Increase Financial Aid awareness

Strategy:

Organize a financial aid "get together" to assist students in completing the paper FAFSA.

Activity:

This should be done in combination with the Financial Aid Awareness Day event. Financial Aid will be available to assist students who need help filling out their FAFSA.

Description:

Students will be provided with assistance as needed while filling out their FAFSA forms. This activity will be done in combination with the Financial Aid Awareness Day/ Question and Answer session.

Responsibility:

Financial Aid Director
Financial Aid Assistant Director

Timetable:

Spring semester 2006 in conjunction with Financial Aid Awareness Day (annual)

Budget:

N/A: Snacks are already accounted for in budget of Question and Answer session/ Financial Aid Awareness Day

Evaluation:

Student survey or another similar method as determined by Financial Aid Director

Action Plan 12

Goal:

Increase Financial Aid Awareness

Strategy:

Organize an informal financial aid Q & A for students.

Activity:

Publicize a "Question and Answer" session in which snacks will be provided

Description:

Completed in combination with FAFSA event. Students will be encouraged to ask questions concerning financial aid issues in an informal setting.

Responsibility:

Financial Aid Director

Timetable:

Spring Semester 2006 (annually)

Budget:

Cost of snacks to be determined by Financial Aid Director

Evaluation:

Student survey or another similar method as determined by Financial Aid Director
