

# **Cloud County Community College**

## **Enrollment Management Plan**



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## Introduction

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This plan is designed to lead to sustained enrollment growth and retention of first-year freshmen. It will also be applied to returning and transfer students. There are several short-term strategic initiatives that can be implemented immediately, however, many initiatives are long-range and will require the development of long-term relationships with high school counselors, parents, community and civic organizations, local employers, and prospective students, as well as continuous improvement in curricular and cocurricular experiences.

This plan is a living document continually updated and expanded as a semi-annual review and assessment of the initiatives are completed.



## Mission Statement

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Cloud County Community College prepares students to lead successful lives and enhances the vitality of our communities.

## Guiding Values

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**Success** – We champion individual success

Students are our central focus, and we strive to see every student succeed.

**Excellence** – We are committed to excellence

We deliver forward thinking programs of study as well as industry-best practices that reflect the highest academic standards.

**Service** – We make a difference

We make a positive difference in the lives of our students, community members, and each other through meaningful relationships.

**Integrity** – We do what is right

We uphold the highest standards of ethics and public stewardship.

**Diversity** – We are better together

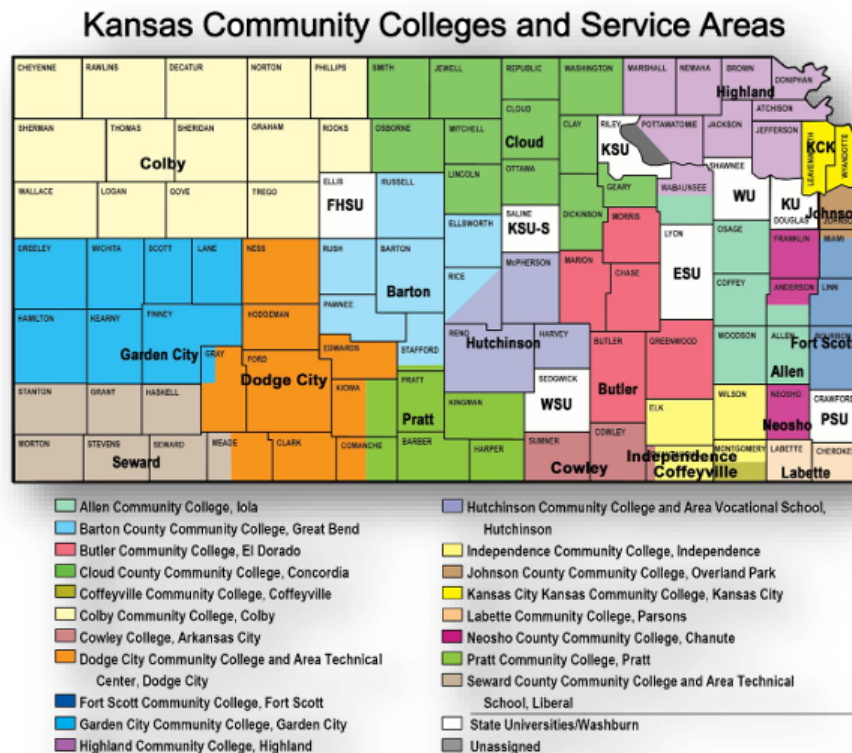
We encourage active citizenship and embrace the diversity of people and ideas.

**Accessibility** – We ensure every student has opportunities  
We provide the best value for a high quality, holistic education.

**Sustainability** – We are Black, Gold, and Green  
We promote renewable energy as well as sustainable lifestyles in our changing world.



## Cloud CCC Service Areas



## Enrollment Management Plan Guiding Principles

The Enrollment Management Plan:

1. Is aligned with Cloud CCC's Strategic Initiatives.
2. Is a shared institutional responsibility and it is focused on recruitment, retention, success, and completion.
3. Requires an institutional commitment of services, courses, and programs that facilitate student success.
4. Requires an ongoing, campus-wide effort to provide opportunities for students to be engaged inside and outside the classroom.
5. Requires an ongoing, campus-wide effort to build and maintain collaborations with alumni and the external community.

## Strategic Initiatives

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### Strategic Initiative One – Meet the Goals of Foresight 2020 and Building a Future beginning June 2020 (as set by KBOR)

Cloud County Community College will:

- A. Increase first to second year retention rates of "college ready" cohort to meet the baseline of 54.5%.
- B. Stabilize the number of certificates and degrees awarded to impede the decline in numbers awarded as evidenced in AY18 and AY19. (Baseline is 611).
- C. Increase the number of 3rd party credentials offered (CNA, CMA, CDL, NCLEX) to stabilize the decline in attainment. (Baseline of 362 attained).
- D. Increase first to second year retention rates of "non-college ready" cohort to meet the baseline of 44%.
- E. Increase the number of students passing gateway courses (CM 101, MA 111) on the first attempt to meet the baseline of 41.7%.
- F. Change performance indicator 6 to better align with educational offerings beginning AY21.
- G. Meet 4 of the 6 KBOR performance agreement indicators to ensure qualification of any new funding.

### Strategic Initiative Two – Academic and Co-curricular Excellence

Cloud County Community College will:

- A. Actively participate in the cultural and scholarly development of our students.
- B. Use assessment data to continuously make quality improvements to curricula and programs.
- C. Develop workforce development training opportunities.
- D. Develop two new technical programs by 2023.
- E. Develop an academic master planning process to inform a strategic vision for the academic offerings.

### Strategic Initiative Three – Enrollment and Retention

Cloud County Community College will:

- A. Expand early-college engagement with area high schools.
- B. Increase and sustain enrollment in concurrent credit program by 1% per year.
- C. Increase and sustain enrollment by 1% per year.
- D. Cultivate, grow, and maintain relationships with external stakeholders to broaden our student recruitment base.
- E. Promote stellar programs (Renewable Energy, Pre-Professional (medical), Agriculture, and UAV).

- F. Develop an Enrollment Management Plan for AY21 through AY24.
- G. Increase persistence among students.
- H. Develop an intentional recruiting plan.

**Strategic Initiative Four – Student Engagement**

Cloud County Community College will:

- A. Implement a vibrant Student Engagement Center.
- B. Provide access to students’ basic needs.
- C. Increase awareness of poverty in our service area through service learning.
- D. Engage in community discussions.

**Strategic Initiative Five – Organizational Capacity and Continuous Improvement**

Cloud County Community College will:

- A. Develop an internal and external communication plan.
- B. Manage staffing levels sufficient for institutional needs.
- C. Focus on faculty and staff development.
- D. Develop a comprehensive marketing plan for AY21 through AY24.
- E. Broaden scope of Foundation (fundraising, plan, alumni relations).
- F. Review/update all Policies and associated Procedures.
- G. Develop a Campus Master Plan.
- H. Develop and implement a plan for regularly updating/improving technology.
- I. Improve the student information system functionality to increase departmental efficiencies.

**Mapping the Enrollment Management Plan to the Strategic Initiatives**

Enrollment Management Priorities to Strategic Initiatives		Strategic Initiative				
		1	2	3	4	5
1	Recruitment and Enrollment	✓		✓		
2	Retention and Student Engagement	✓	✓	✓	✓	
3	Student Success and Completion	✓				✓

## **Priority One - Recruitment and Enrollment**

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### **Initiative One – Data-Informed Decision Making and Technological Improvements**

- A. Analyze historical data on enrollment patterns to develop targeted recruitment strategies.
- B. Develop a historical profile of high school yields to develop strategies for maximizing enrollment.
- C. Increase the use of social media and mobile applications for recruitment.
- D. Analyze and review recruitment and enrollment processes annually. Define strengths, weaknesses, opportunities, and threats and make recommendations for improvements.

### **Initiative Two – Increase Overall Enrollment**

- A. Increase and sustain overall enrollment by 1% per year (baseline average of fall census day for AY17-18, 18-19, 19-20).
- B. Cultivate, grow, and maintain relationships with external stakeholders to broaden our student recruitment base.
- C. Promote stellar programs (Agriculture and Industrial Technology, Nursing and Allied Health, and Renewable Energy).

### **Initiative Three – High School Students**

- A. Enhance contact, relationships, and cooperation with all high schools, especially in the 12-county service area.
- B. Expand early-college engagement with area high schools.
- C. Increase and sustain enrollment in the dual credit enrollment program by 1% per year (baseline average of fall census day for AY17-18, 18-19, 19-20).
- D. Expand opportunities for dual credit enrollment.

### **Initiative Four– Intentional Recruitment**

- A. Develop an intentional recruitment plan for all student populations.
- B. Develop strategies to promote the educational opportunities for all student populations.
- C. Develop a clear and student-friendly process to improve access and service to all prospective students.
- D. Expand opportunities for summer camps.





## **Priority Two - Retention and Student Engagement**

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### **Initiative One – Enhance Proactive Advising**

- A. Utilize dual advising for service area high school students.
- B. Strengthen transfer advising within the State of Kansas higher education system.
- C. Continue growth of transfer and articulation agreements.

### **Initiative Two – Early Alert System**

- A. Identify students who are not performing well in their classes due to academic or personal issues through retention referral practices.
- B. Reach out to students as soon as possible so that timely services can be put into place.
- C. Enhance faculty participation in proactive retention referrals.
- D. Enhance student retention and persistence through intentional collaboration with student support services across the institution.

### **Initiative Three – Student Engagement**

- A. Host New Student Orientation and Welcome Events for all incoming and transfer students.
- B. Promote Activities Board programming events as learning and social opportunities for students.
- C. Sponsor groups and clubs to increase student participation and inclusion.

### **Initiative Four – First Year Experience**

- A. Require students to enroll in a College Skills course taught by mentors.
- B. Promote exploration and success by introducing students to CCCC’s Mission and Guiding Values in addition to other topics (understanding college culture, personal responsibility, setting goals, time management, critical thinking, and study skills).

## **Priority Three – Student Success and Completion**

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### **Initiative One – Student Success**

- A. Maintain or increase the baseline for the Student Success Index per the Kansas Board of Regents performance indicator.
- B. Maintain or increase the baseline for success rate of students passing gateway courses (CM101 and MA111) per the Kansas Board of Regents performance indicator.

### **Initiative Two – Graduation and Completion**

- A. Maintain or increase the number of certificates and degrees awarded per the Kansas Board of Regents performance indicator.
- B. Maintain or increase the number of third-party credentials attained per the Kansas Board of Regents performance indicator.

### **Initiative Three – Career Services**

- A. Help students channel their skills, abilities, and passions toward a fulfilling career after graduation by assisting with education and transfer information, and connecting students with professionals for information about careers, including mentorships.
- B. Sponsor events including: résumé workshops, mock interviews, and career fairs.
- C. Promote internships, job shadowing, and assist with job searches for students entering the workforce.

### **Enrollment Management Team Membership**

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April Benne, Director of Concurrent and Outreach Education

Kelly Cook, Director of Workforce Development and Outreach

Kris Farmer, Director of Advisement and Retention

Suzi Knoettgen, Director of Financial Aid

Jessica LeDuc, Director of Marketing

Don Benjamin, Dean of Math, Science, and Technical Programs

Brent Phillips, Dean of Humanities, Social Science, and Business

Cindy Lamberty, Director of Assessment, Institutional Effectiveness, and Planning

Scott Nikolai, Coordinator of Institutional Research

Amanda Strait, Director of Online and Outreach

Britni Tremblay, Director of Admissions

Cassie Wurtz, Registrar

Jennifer Zaboktrsky, Director of the Geary County Campus

Chair - Brandt Hutchinson, Vice President for Student Services