CCCC MILLENNIUM
ENROLLMENT
MANAGEMENT PLAN

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Associate Dean of Enrollment Management
and Student Development
Vision Statement

- The Enrollment Management Plan will be an area-wide comprehensive, research driven system designed to locate, attract and retain students which CCCC wishes to serve.
Goals and Objectives

Plan shall be driven by and complement the:

* CCCC Strategic Plan 2003: A Philosophical Road Map and the CCCC Academic Master Plan*

- Broaden the scope, with long-term goals and strategies.
- Clear and realistic enrollment goals that have been internalized and supported by all on the Enrollment Management Team.
- Goals will be achievable and measurable.
Enrollment Management is:

- A comprehensive institutional process that extends beyond the recruitment and admissions functions.
- A complex and holistic approach to analyzing and influencing enrollment from inquiry generation through graduation.
- A campus-wide process that integrates often disparate functions, including recruitment, financial aid, institutional research and planning, teaching/learning and student services.
Enrollment Management is:

- An organized and systematic approach to exerting more control over the size and characteristics of the student body and involves both attracting and retaining students.
- A Philosophy reflected in activities that are broad in scope and require campus-wide effort and support from senior administration.\(^1\)
- CCCC Strategic Plan 2003: A Philosophical Roadmap.

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\(^1\) 2001 Noel Levita; The National Resource Center; Organizing for Enrollment Management: Key to Student and Institutional Success
CCCC Strategic Plan 2003:
A Philosophical Roadmap

- **Opportunity**: Access, Affordability, Diversity and Student Services

- **Quality**: Standards of Excellence

- **Integrity**: Respect and Equity
A PHILOSOPHICAL ROADMAP

- Focus and Strengthen core mission.
- Fiscal and enrollment stability.
- Enhance success for all students.
- Nurture and improve campus life.
- Strengthen linkages to employment community, and improve workforce development.
- Improve campus communication and marketing at every level.
- Strengthen use of data; improve internal and external accountability.
Why is it important to the College?

MISSION STATEMENT

- CCCC delivers educational programs and services to meet the diverse needs of the residents of Cape Cod, and the Islands, and adjacent areas of Southeastern Massachusetts.
- As the sole comprehensive college on Cape Cod, it provides the only access to higher education for many residents.
WHY IS IT IMPORTANT TO THE ENROLLMENT MANAGEMENT TEAM?

- Create a team approach.
- Create strong bonds between staff and their areas of responsibility.
- Allow us to move the college further along in all areas.
- Strengthen the strategic priorities for the future as documented in the Strategic Plan 2003.
How Did We Get Here?

- *In 1961* CCCC opened in the building that is now the Barnstable Town Hall.
- *In 1970* CCCC moved to its current location in W. Barnstable. CCCC was the first Community College in the Commonwealth to build a new facility.
- *In June 2004*, CCCC broke ground on its 10th building, the Lyndib P Lorusso Applied Technology Center, devoted to the study of advance technology and environmental studies.
- Today the campus consists of 116 acres, Ten buildings, 305,494 square feet and services over 4,000 students.
THE APPROACH TO THE PROJECT

- Review the CCCC Strategic Plan 2003.
- Diligently develop projected outcomes for the next five years.
- Create strategies to achieve projected outcomes.
- Develop goals and objectives with time lines for each area.
ENROLLMENT MANAGEMENT AND
STUDENT DEVELOPMENT

ACCCCESS Programs
Adult Basic Education,
ESOL and GED Prep
and College Transition
Programs

Registration

Financial Aid

Assessment

Student Development

Life Fitness Center

Health Services

Admissions
ACCCESS PROGRAM - GOALS

The Hyannis Center will increase its visibility at the main campus. Establish collaboration between ACCCESS and business sector

Objectives:

- Hyannis Center staff will better understand the workings of CCCC.
- College personnel will better understand the role and function of Hyannis Center programs.
- Increase the number of GED students.
- Provide ABE services on the Lower/Outer Cape.
- Increase and design workplace literacy services.
ADMISSIONS - GOALS

Increase student enrollment, improve admissions communications, educate the surrounding communities and create an Admissions Office "Front Door"

Objectives:

- Increase student enrollment with special emphasis on under-represented populations.
- Maintain currency in use of technology.
- Expand appreciation of Associate Degree and Certificate programs.
- Direct people to the "front door" Admissions location.
ASSESSMENT - GOALS

Improve communication, provide more accessible online information, provide flexibility in scheduling and redesigned assessment reports

Objectives:

- Design and develop Center’s web pages.
- Design and implement scheduling/registration on web site.
- Design and implement specific reports for analysis.
- Develop process to upload report data to SPSS for statistical analysis.
FINANCIAL AID - GOALS

Improve perception of Financial Aid Services to reflect student centered philosophy, stream-line the delivery process and create a community network

Objectives:

- Obtain tech support that integrates/simplifies support.
- Improve education of staff and students.
- Eliminate unnecessary steps.
- Insure 7% of federal work study funds – Community services positions.
HEALTH SERVICES - GOALS

Expand and Increase Services provided by Student Health Services

Objectives:

- Increase physician and psychologist services.
- Increase diagnostic services.
- Expand health and wellness services to student and staff.
- Expand roles in health education, awareness and involvement with Health Sciences Programs.
- Expand HS role with DPH as applies to Homeland Security.
REGISTRATION - GOALS

Assist the College in student recruitment and maintaining enrollment stability and improve services provided

Objectives:

- Create flexible semester scheduling.
- Improve outreach to underrepresented populations.
- Utilize enrollment data for planning, projections and curriculum development.
- Expand and create new on-line opportunities to meet the needs of the learning community.
LIFE FITNESS CENTER - GOALS

Upgrade Life Fitness Center Complex and create campus dormitories

Objectives:

- Improve facilities at the Life Fitness Center, field house and baseball field.
- Create campus dormitories to alleviate student housing crisis.
STUDENT DEVELOPMENT OFFICE – GOALS

Continue to build Orientation, Strengthen Student Senate and create online access for Student Development and Alumni

Objectives:

- Strengthen orientation program and expand roll of student Senate and Ambassadors.
- Recruit student leaders to help with college, Orientation, promotions, Open House, Admission Tours and other programs.
- Implement an Alumni website and electronic newsletter.
Five Year Plan/Strategic Plan

Enrollment Management Plan
- Recruit, retain, increase retention rates of AA and Certificate Programs
- Accessibility, flexibility and increase technology
- Increase communication with students, faculty and staff
- Climate, safety, health, wellness and facilities
- Literacy and workplace training

CCCC Strategic Plan 2003
- Focus/Strengthen Core Mission
- Fiscal and Enrollment Stability
- Enhance Student Success for all Students
- Nurture and Improve Campus Life
- Strengthen linkages to Employment Community and Improve Workforce Development
CCCC MILLENNIUM
ENROLLMENT MANAGEMENT
PLAN

ACTION STRATEGIES
ADMISSIONS

- Host Annual Open House, CIGA Dinner Meeting, & Student Diversity Recognition Day
- Post Admissions application on web site
- Convert College Catalog to CD/ROM
- Pilot on-the-spot admissions with local career centers
- Informational meetings with parents of eighth graders
ACCCESS

- Information packets shared with CCCC departments
- Attendance at College Meetings
- ACCCESS newsletter distributed to Deans and Department Chairs
- Re-organize GED Testing orientation
- Create GED web page
- Additional GED test site on lower Cape Cod Community College
- Continued outreach in the community
ASSESSMENT

- Design and develop a web page for the Assessment Center
- Implement on-line placement testing appointment schedule
- Master InfoMaker
- Enhance and update web page with additional information
FINANCIAL AID

- Re-assess application process
- Create information process checklist sheet for students
- Enhance working relationships with off-campus work-study sites
- Meet with high school guidance counselors
HEALTH SERVICES

- Re-establish Director of Health Services to full-time status
- Increase MD Clinic hours and Psychologist hours
- Expand Health and Wellness programs and services to students and staff
- Increase involvement with Allied Health Programs and Clinical
- Establish CCCC campus & physical plant as center for disaster coordination, provision and training for Cape Cod and Southern Massachusetts.
LIFE FITNESS CENTER

- Paint Facility
- Re-position fields & dugouts
- Expand Life Fitness Center
- Install sprinkler system in fields
- Initiate partnership with Cape Cod Summer Baseball League
- Dormitory feasibility study
REGISTRATION

- Survey sister community colleges regarding scheduling options
- Establish Planning Committee
- Student and Community Focus Groups
- Create bi-lingual publications
- Expand on-line courses
- Create early warning systems to increase retention
STUDENT DEVELOPMENT

- Design and develop a Student Development web page
- Implement Student Leadership institute
- Provide Student Leadership workshops
- Advertise and recruit for Student Leadership Opportunities
- Create Student Leadership Handbook
- Develop on-line leadership training
- Ongoing evaluation of programs
- Recognize and celebrate student success
Literary Review
Submitted to the
Community College Leadership Academy
By Roseanna Pena-Warfield
Assoc. Dean of Enrollment Management & Student Development
Cape Cod Community College

- Cape Cod Community College (1999) Enrollment Management Cape Cod Community College. West Barnstable, MA
RESOURCES

PLAN

FOCUS

Acrobat Document

Acrobat Document
LIGHT

LIBERTY LEARNING

CAPE COD COMMUNITY COLLEGE EST 1961
Age Distribution

Number of Graduates


Under 16 years of age
16 - 18 years of age
19 - 21 years of age
22 - 29 years of age
30 - 39 years of age
40 - 65 years of age
Over 65
Total


Total

2000 2001 2002 2002 2003 2004


Female
Male

0 50 100 150 200 250 300


2000 2001 2002 2003 2004
<table>
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<th>Year</th>
<th>Total Graduates</th>
<th>% of total</th>
<th>Total Minority Students</th>
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<td>9%</td>
<td>39</td>
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<tr>
<td>2002</td>
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<tr>
<td>2004</td>
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<td>7%</td>
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Minority Graduates