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National Center for Inquiry and Improvement (NCII) Rural Pathways Institute

**Critical steps to Building Back Enrollments
And Supporting Student Success**

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Theory of Reform

An Invention versus an Institution

Community colleges are *inventions* in higher education rather than institutions of higher learning such as 4-year colleges and universities.

Theory of Enrollment

You control who you enroll

The ease or challenge of enrollment is the result of institutional decisions.

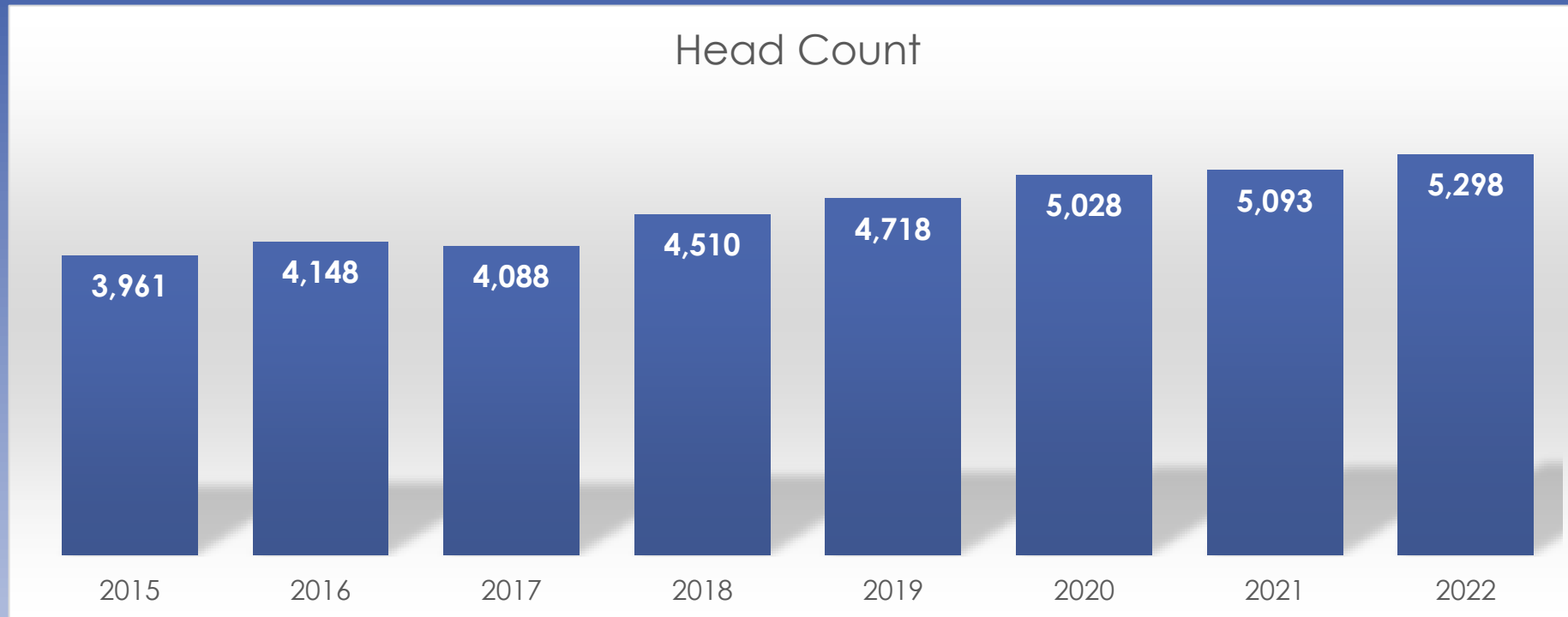
Edison State Community College Case Study

Edison State enrollment has increased every year since 2016

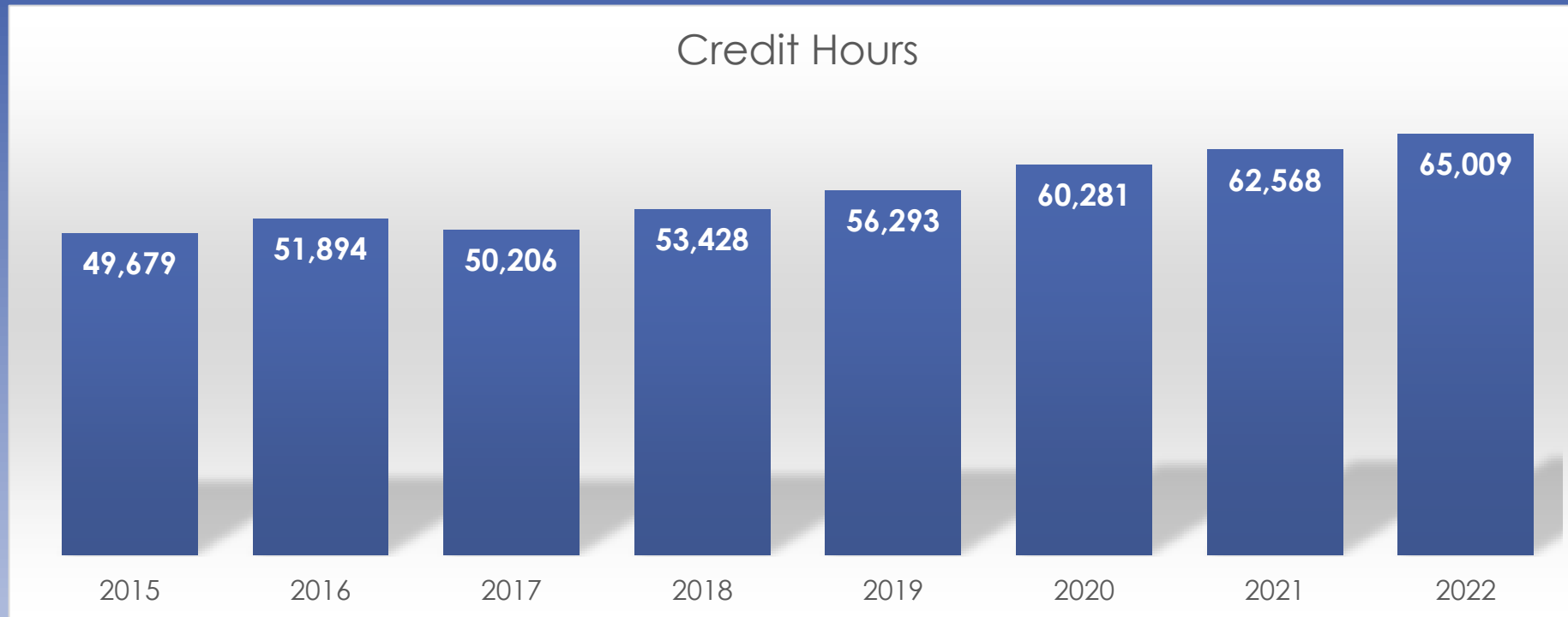
Edison State has set records in degree and certificate completion for the past three years.

Edison State has captured over 33% in new state performance funding as a result of increased student success.

Edison State Headcount

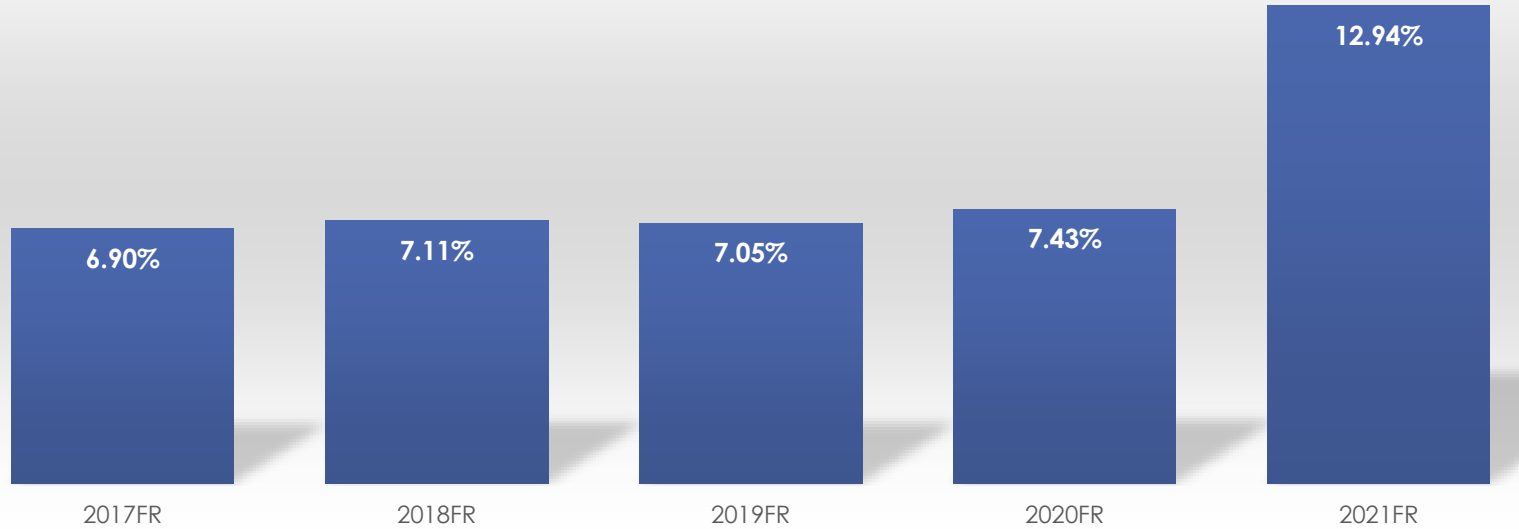


Edison State Credit Hours



Dual credit “conversions.”

Percentage of High School Graduates Converted



IPEDS Fall 2021

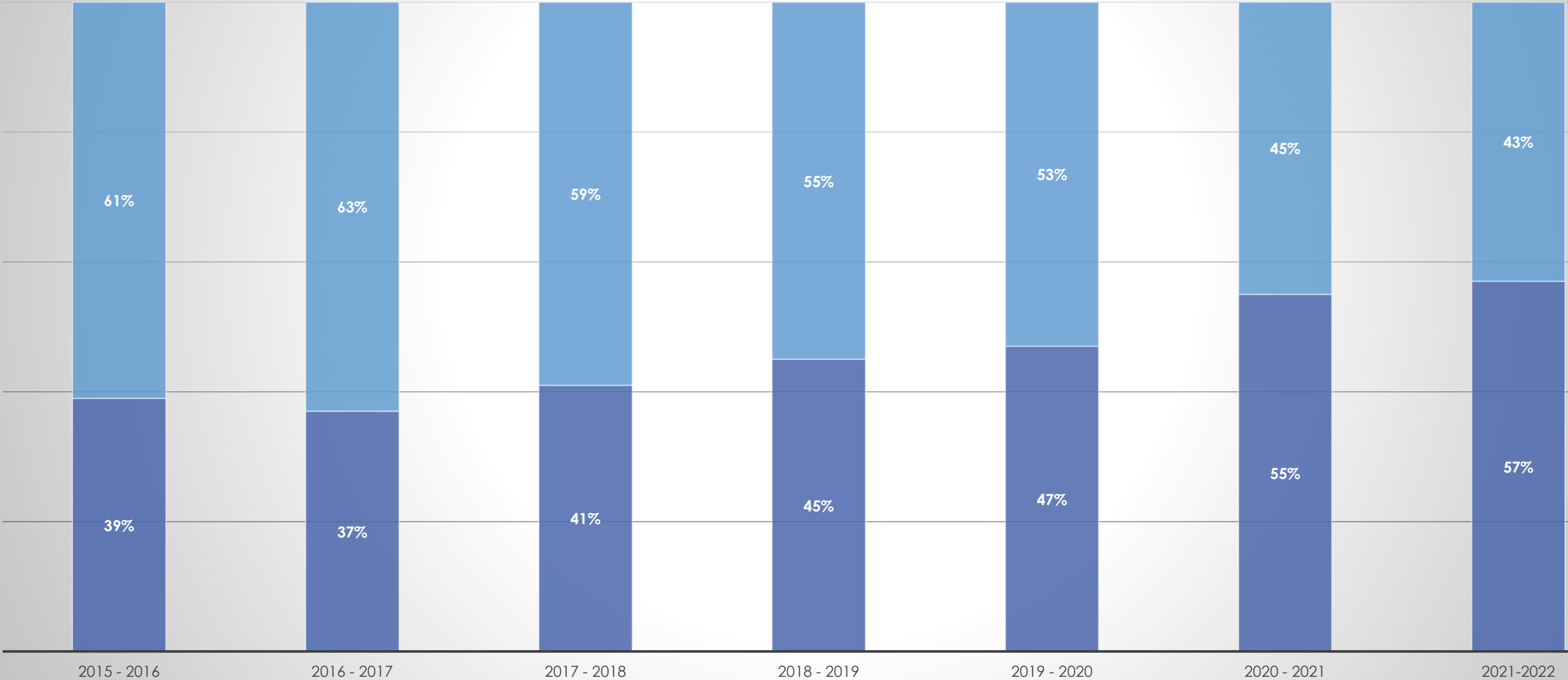
20% increase in full-time enrollment over Fall 2020
(1064/1284)

19% increase in full time male enrollment

8% increase in full time female enrollment

7% increase in part-time enrollment
(3,138/3351)

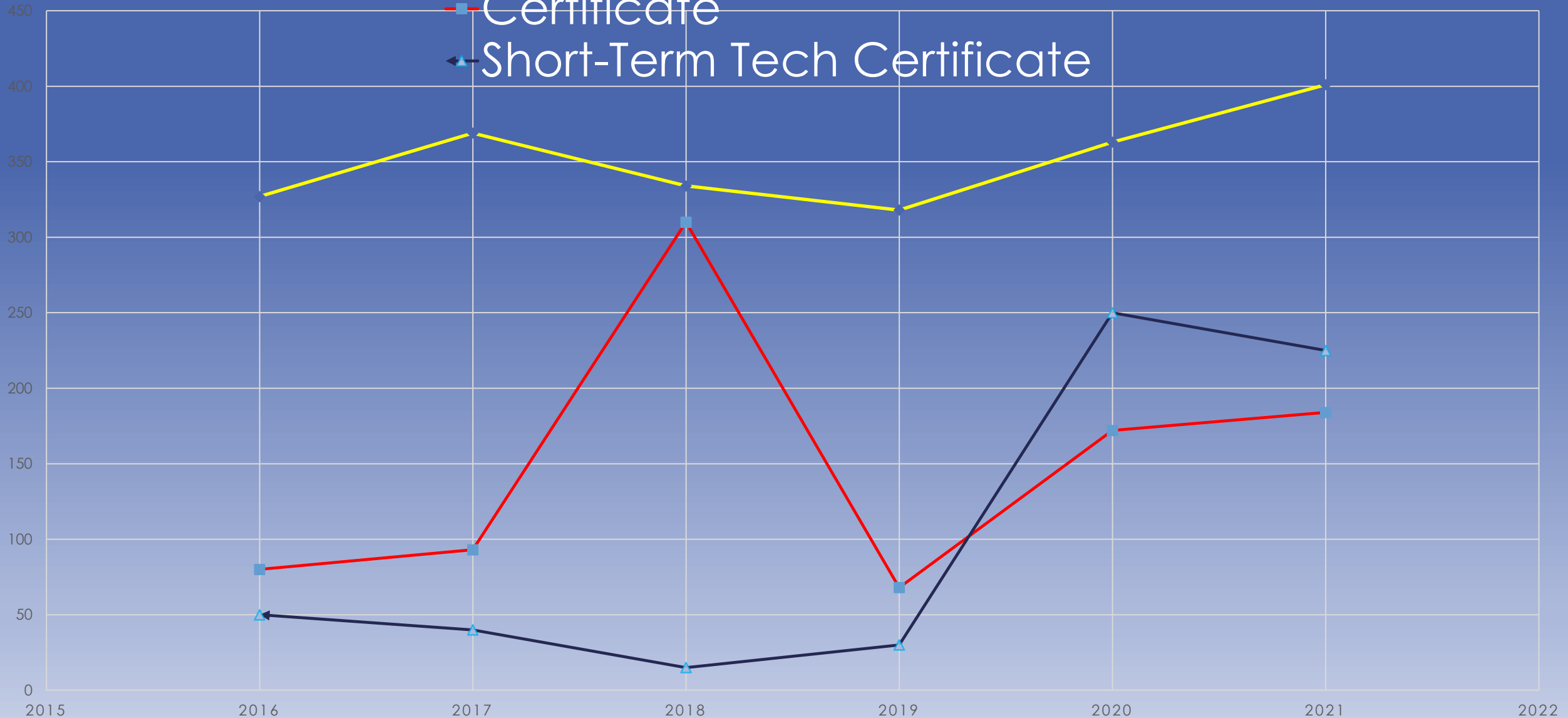
IPEDES Fall to Fall Retention



■ Retained ■ Stopped Out

DEGREES AWARDED

- Associate
- Certificate
- Short-Term Tech Certificate



Theory of Enrollment

You control who you enroll

Enrollment increases or declines are a result of institutional decisions

Enrollment Tools

Basic tools – The 4 T's

- *Timing/course schedule*
- *Testing (placement)*
- *Transfer*
- *Tuition*

Enrollment Tools – Timing

The Timing/Course schedule Tool

- Create ability to work and attend college
- On-line courses don't need a traditional seat count
- “100%” online schedule AND in person schedule
- A waitlisted student is a lost student (forever)

Enrollment Tools - Testing

The (un) Testing Tool

- Minimize the use of placement testing
- Placement testing assumes a lack of college readiness
- Placement testing is inaccurate, biased, and unpredictable

Enrollment Tools - Testing

The (un) Testing Tool

- Placement via multiple measures is preferable and can be applied to many categories of incoming students.
- Self-placement is proven valid and establishes a culture of mutual respect while assumes student competency.

Enrollment Tools - Transfer

The “Golden Rule” of Transfer policy

- Accept and apply credits as you would like other institutions to accept and apply the transfer credits of your students.
- Vocational credits are worthy of attention and adjustments in the rules for application to associate degrees

Enrollment Tools - Transfer

The “Golden Rule” of Transfer policy

- Workplace training is consistent and well-assessed.
- Shared course and catalog databases create transparent and real-time transfer portals.

Enrollment Tools – Tuition

The Tuition Waiver – A COVID strategic opportunity: “What would an invention do?”

- Waived full tuition for all recent H.S. graduates in our service region.
- Using a “last dollar” approach was surprisingly affordable to the college
- Confidence in the quality of our college. Students will remain with us and recruit friends and family

Enrollment Tools – Tuition

The Tuition Waiver – A COVID strategic opportunity:

- Using a “last dollar” approach was surprisingly affordable to the college
- Confidence in the quality of our college. Students will remain with us and recruit friends and family

Enrollment Tools – Tuition

Promote your tuition

- Include your your annual tuition rate in **ALL** promotional material
- Share a course-course cost comparison of English Comp at your college versus the nearby 4-year schools.
- Design a bold graphic comparing your annual tuition with nearby 4-year colleges.
- If you engage in dual credit – highlight the totality of savings for a 4-year degree by combining dual credit and community college courses.

Enrollment Tools

What to do right now!

- *Take the cap off online courses*
- *Extend multiple measures*
- *Transcript Career Tech credits*
- *Promote the heck out of your tuition rate*

Enrollment tools - summary

On the horizon...

The community college role as an invention

- Career transfer pathways (combined with Liberal Arts)
- Reaching the 25+ demographic
- Childcare, childcare, childcare