

Enrollment Management Report for Fall 2016

Grand Rapids Community College

Introduction

Although we continue to see a decline in fall enrollment, the enrollment goal for fall 2016 exceeded budget by 3.6%. To reach our enrollment and budget targets several efforts were developed and implemented through the Enrollment Management Team (EMT), Deans' Offices, Communication Department, and other service areas working collaboratively. These initiatives and key data from fall 2016 enrollment are highlighted in this report.

Fall 2016 New Student Enrollment

- We received 10,183 applications, -319 compared to fall 2015 (-3.0%)
- The number of students completing a placement test was 3,051, up 17 from fall 2015 (+0.5%)
- 6,794 new students were admitted, -281 compared to fall 2015 (-4.0%)
- 3,855 new students enrolled in 36,002 credits, -123 students (-3.1%) and -314 credits (-0.9%) compared to fall 2015
- Our conversion rates increased slightly – application to enrolled conversion was 38.2% (+0.3% compared to 2015) and admitted to enrolled (yield) was 57.2% (+1.0%)

High School Tracking

We track the specific schools where we have an admissions representative assigned (78 in total throughout the West Michigan region). From these schools we saw slight variations in these students' admissions trends compared to 2015. Although slightly down in the number of students admitted and enrolled compared to 2015, we were up in applications and credit hours. Overall, we remained stable within this population (Table 1).

Table 1: New Student Enrollment for Admissions Representative High Schools

	2015	2016	Difference
TOTAL APPLICANTS	4,159	4,171	17 (+0.3%)
TOTAL MATRICULATED	3,106	3,081	-25 (-0.8%)
TOTAL ENROLLED	1,675	1,664	-11 (-0.6%)
TOTAL CREDITS	18,849	18,990	141 (+0.7%)

Communication Department Efforts

The Communications Department supported enrollment initiatives through a multi-tiered marketing approach that included:

- **Social Media Promotion** – throughout the recruitment season, Communications helped send targeted messages and boosted posts to reinforce our high school visit and recruitment events calendar, and highlighted key reminders to various student populations (e.g., enrollment, financial aid due dates, etc.).
- **Search Engine Optimization (SEO) & Marketing (SEM)** – Communications was also active in initiating a new effort to improve our visibility and search outcomes when students in the region are searching for higher education, as well as piloting new efforts to increase our web reach and influence through paid digital advertisements.
- **Advertisement Placements** – Communications continued to implement a comprehensive portfolio of radio, cable, billboards, and print publication advertisements to support enrollment.

Admissions & Enrollment

Overall, we participated in ***257 recruitment events and connected with 7,751 prospective students in person*** during the 2016-17 recruitment cycle.

- **New Student Outbound Texting Campaigns** – these efforts have been expanded leading up to the start of the fall 2016 semester. More than 14,000 texts were sent to new applicants (across 19 different campaigns). These campaigns focused on helping students complete the applications process and completing their financial aid. In addition, between March and August we reached out to each individual applicant within two business days of receiving their application. This individual outreach connected with more than 4,000 students.
- **Customer Service Numbers** - the Enrollment Center improved our intake and monitoring system for both in person and phone call traffic. Improvement implementation included:
 1. Changes in student triage staffing with Call Center expansion.
 2. Acuity online appointment scheduling software added and implemented on the web.
 3. Service hours extended every Tuesday night throughout the summer, instead of monthly events.

Table 2: Enrollment Center Customer Service Data

Fall 2015	Walk-Ins	Phone	Applications Received/Processed	Transcripts Received/Processed
May	no data	4,980	1,334	1,010
June	5,463	4,887	1,116	1,716
July	8,304	6,264	1,283	1,024
August	12,334	8,326	1,275	1,177
Totals	23,101	24,457	5,008	4,927
Fall 2016	Walk-Ins	Phone	Applications	Transcripts
May	3,496	5,257	1,357	991
June	3,547	4,538	1,027	2,620
July	5,355	4,877	1,157	1,081
August	11,952	8,099	1,368	1,126
Totals	24,350	22,771	4,909	5,818
F16 vs. F15*	1,249 (+5.4%)	-1,686 (-6.9%)	-99 (-1.9%)	891 (18.1%)

- **Enrollment Management Scorecard**– to view the full F16 Enrollment Management Scorecard [click here](#)
- **IRP Enrollment Scoreboard** – to view the final IRP F16 Scoreboard [click here](#)

Overall Student Enrollment

	F16	F15	Diff	Weekly % Differences			
				Last Week	2 Weeks	3 Weeks	4 Weeks
All Students	14,465	14,938	-3.2%	-3.7%	-4.9%	-5.7%	-5.8%
1 st Time Students	3,776	3,990	-5.4%	-5.8%	-5.4%	-9.2%	-6.8%
Winter Re-Enroll	7,340	7,543	-2.7%	-3.4%	-5.4%	-4.5%	-5.7%
Summer Re-Enroll	270	301	-10.3%	-10.9%	-11.1%	-15.8%	-16.2%
Occasional Students	2,225	2,274	-2.2%	-2.6%	-4.6%	-6.0%	-6.2%
Transfer Students	854	830	2.9%	2.8%	6.0%	6.7%	4.7%
Weekly Credits	122,970	126,813	-3.0%	-3.7%	-4.5%	-4.9%	-5.2%
Weekly Billing Units	137,828	142,992	-3.6%	4.0%	-4.5%	-5.0%	-5.3%

Full-Time/Part-Time Comparison

FT/PT Comparison	2013	2014	2015	2016
Part time Students	65.7%	67.8%	69.7%	69.9%
Full time Students	34.3%	32.2%	30.3%	30.1%

Mandatory New Student Orientation

This fall marked the beginning of our new Mandatory Orientation program. Although it is too early to evaluate the student success outcomes from this initiative, we have received anecdotal feedback from academic advisors, faculty, and other staff that new students seemed to have a higher level of readiness for this fall term. We observed a significant increase in the number of students who attended orientation in person (+35.0%) compared to fall 2015.

- Main campus total: 3,487
- Lakeshore total to date: 282
- Grand total attended in person: 3,769
- Online Orientations Completed: 1,632

Financial Aid

- **Communication Campaigns** - In an effort to move students as quickly as possible through the financial aid process, many campaigns were implemented to alert students of next steps, and areas where they may have issues or missing information. A summary of these efforts can be found in Table 3.
- **Customer Service Data** – With the exception of July 2015, financial aid-related phone calls and walk-in visits have continued a pattern of decline (refer to Table 4), similar to declines seen between 2012 and 2013. The July call increase was likely in response to the outreach campaigns noted above. In general, phone call and walk-in declines are attributable to a variety of factors, which include:
 - Declining numbers of FAFSAs received
 - Late FAFSA submission
 - Declining enrollment numbers
 - Increased utilization of the MyFinancialAid page by students
 - Introduction and utilization of the E-bill
 - The large discrepancy in July numbers is likely related to the payment deadline date change.
- **Financial Aid Processing Data** – most of the processing data sets also showed a decrease from Fall 2015 to Fall 2016. The number of student FAFSAs received was down by 8.95%, and the number of students enrolled with aid awards was down 8.3%. This was a considerable slowing of this decline, as last year's figures (comparing fall 2015 to fall 2014) were -9.35% and -21.68%, respectively.

Table 3: Financial Aid Communication Campaigns

Timeframes Conducted	Communication Type	Content
June	Letter	Notifications of missing items needed to complete financial aid process.
	Letter/Email	Notifications informing students that they have been awarded for Fall 2016
	Email/Robo Call	Communications to students who were awarded, but not enrolled yet.
July	Letter	Notifications of missing items needed to complete financial aid process.
	Letter/Email	Notifications informing students that they have been awarded for Fall 2016
	Email	Communications sent to all differential tuition students with an outstanding balance to inform them of additional financial aid eligibility and/or payment options.
	Texting	Campaign targeting students with one or more incomplete To Do list items
	Email	Communications to students who accepted loans, but had not completed entrance counseling and/or MPNs
August	Letter	Notifications of missing items needed to complete financial aid process.
	Letter/Email	Notifications informing students that they have been awarded for Fall 2016
	Email	Communications to students who accepted loans, but had not completed entrance counseling and/or MPN
	Email	Communication to students with outstanding balance who needed to complete To Do list items
	Email	Communication to students for whom verification was completed, but who were not yet awarded. Extended tuition due date by one week.
	Email	Communication to students who had submitted some, but not all, verification items. Extended tuition due date by one week to allow them additional time to complete process.

Table 4: Financial Aid Customer Service Data

Month & Year	Total Phone Calls	Walk-ins
May 2015	3,658	1,410
May 2016	2,966	1,247
% Difference	-18.9%	-11.6%
June 2015	3,864	1,547
June 2016	2,679	1,365
% Difference	-32.2%	-11.8%
July 2015	8,315	2,557
July 2016	4,606	1,829
% Difference	-44.6%	-28.5%
August 2015	9,216	3,373
August 2016	10,396	3,663
% Difference	12.8%	8.6%

Lakeshore & Regional Centers

Table 5: Enrollment by Lakeshore, Regional Sites, Other Sites, Concurrent Enrollment and Early/Middle College Sites

	2016	2015	+/-Difference	% Change
Lakeshore Campus	909	972	-63	-6.50%
Regional Sites				
Byron Center	226	226	--	0%
Grandville	116	170	-54	-31.80%
Lowell	45	39	6	15.40%
Rockford	183	185	-2	-1.10%
Other Sites				
KCTC	0	19	-19	-100%

Concurrent Enrollment Sites				
Comstock Park HS	23	0	23	100%
Godfrey Lee HS	25	19	6	31.60%
Godwin Heights HS	24	24	--	0%
GRPS CA Frost HS	0	17	-17	-100%
GRPS Innovation HS	16	18	-2	-11.10%
GRPS Ottawa Hills HS	0	20	-20	-100%
GRPS Union HS	25	15	10	66.60%
GRPS University Prep Academy	26	36	-10	-27.80%
Kelloggsville HS	22	23	-1	-4.30%
Kent City HS	45	27	18	66.60%
Kent Innovation HS	26	20	6	30%
Northview HS	0	25	-25	-100%
Rockford HS	15	0	15	100%
Early/Middle College Sites				
Cedar Springs Middle College	70	60	10	16.70%
Ottawa ISD Early College	9	0	9	100%
Wyoming Middle College	158	139	19	13.70%
TOTALS	1,963	2,054	-91	-4.40%

- The Grandville site experienced a decrease in enrollment and could be attributed to close proximity of the classes to the main campus
- Regional site enrollment remained stable when compared to Fall 2015
- There was an increase in the Middle College enrollment with the addition of the Ottawa ISD early college and the third cohort at Cedar Springs

MACRAO Report

The following are institutions that have reported their percent change in head count to the Fall 2016 MACRAO Community College Weekly Enrollment Report:

Table 6: Fall 2016 Headcount by Michigan Community College as of 10/10/16

Community College	Report Date	Change in Credit	Change in Headcount*	Credit Hours	Head Count
LANSING	8/18/2016	-8.30%	-9.00%	113,534	12,088
OAKLANDCC	8/30/2016	-8.49%	-7.47%	150,069.00	17,816
MOTT	10/3/2016	-7.20%	-7.10%	71,164.00	8,870
KELLOGG	8/29/2016	-5.83%	-6.47%	35,950	4,788
SOUTHWESTERN	10/4/2016	-4.00%	-3.70%	22,907	2,262
GRANDRAPIDS	9/8/2016	-3.00%	-3.20%	122970	14465
KIRTLAND	9/20/2016	-2.90%	-3.10%	13,161	1,529
KALAMAZOO	9/20/2016	-5.50%	-2.80%	73,417	8,626
MIDMICH	9/21/2016	-3.10%	-2.80%	25,163	4,156
STCLAIR	9/26/2016	-2.00%	-2.80%	35,094	3,716
SCHOOLCRAFT	8/10/2016	-3.67%	-2.59%	75,526	7,989
DELTA	8/29/2016	-2.13%	-2.03%	82,624	9,105
NORTHWESTERN	9/7/2016	-4.00%	-2.00%	38734	4167
MACOMB	8/29/2016	-2.70%	-1.70%	191,253	21,374
HFC	9/1/2016	-2.04%	-1.59%	116,893	13,156
MONROE	8/31/2016	-3.70%	-1.50%	26,005	3,144
MONTCALM	9/6/2016	-1.70%	-1.50%	14022.5	1667
MUSKEGON	9/6/2016	-1.49%	-1.23%	38,307.50	4425
BAYDENOC	9/12/2016	0.00%	-1.00%	16,738	1,829
NORTHCENTRAL	9/22/2016	1.07%	-1.00%	20,368	2,590
JACKSON	9/27/2016	-0.54%	-0.37%	49,992	5,644
LAKEMICHIGAN	10/3/2016	-0.90%	0.20%	30,626	3,513
ALPENA	9/13/2016	3.27%	2.60%	15,446	1,540
GOGEBIC	9/6/2016	1.16%	2.71%	11,987	1099
WESTSHORE	9/12	-1.70%	4.10%	10,961	1,291
GLENOAKS	8/29/2016	11.00%	16.80%	9,209.30	1,028
WASHTENAW	9/16/2016	0.00%	1.10%	100,711	12,005
WAYNECOUNTY	No Report				
Averages		-2.16%	-1.39%	56,031	6,440

Next Steps

1. Make a priority of the Enrollment Forecasting and Trend Analysis Committee (formed last year) to review the demographics and attributes of the students who applied and enrolled (or attempted to enroll) three weeks prior to the semester.
2. Work across Student and Academic Affairs to develop set of late starting classes, and complementary support services and communication plans that respond to what we know about the late registering student population.
3. Continue to leverage the new texting system throughout the entire lifecycle of prospective students, applicants, and new students. We have already begun to follow up with prospective students after high school visits and are receiving a very positive response.
4. Continue to implement CAP 1.1.1, which elevates the role and presence of faculty within marketing and recruitment efforts.
5. Continue to increase connections and experiences with HS Juniors, area elementary schools, and local businesses.
6. Model and implement a personalized college financial package in the spring for HS seniors.
7. Expand the connection between GRCC students from area high schools in the outreach and recruitment efforts.