The Three Rs of Enrollment Management

Recruit qualified students
Enroll in the right programs
Retain them
The Three Rs of Enrollment Management
Recruit qualified students into the Right programs and work to Retain them
Recruit Qualified Students

**Admissions Standards**
- Consistent college-wide for first-time, full-time students, transfer students, and re-admitted students
- Recruit transfer students with Associate Degrees or substantial credits into our four-year programs
- Maintain accessibility

**Cultivate Diversity**
- Ethnic diversity and gender balance
- International and non-traditional student enrollment

"College for the Community"
- Attract students from St. Lawrence, Lewis, and Franklin Counties that would otherwise attend a community college outside the area

**Student Athletes**
- Use our NCAA status to recruit students that are athletically and academically talented
Recruit qualified students into the Right programs and work to Retain them.
Right Programs
- Guided by our mission with a consistent vision and strategic plan
- Developed and taught by the right faculty
- Support and promote Associate Degree programs - vital to our mission
- BT vs. BS vs. BBA - determine student needs and our niche
- Develop ladder curricula so students can seamlessly move from Certificate to Associate to Bachelor programs
- Appropriate credits at the program and course levels
- Facilitate productive internships
Recruit qualified students into the Right programs and work to Retain them
Best Practices for High-Impact Retention Efforts

- Academic goal-setting and planning
- Orientation
- Accelerated or fast-track developmental education
- First-year experience
- Student success course
- Learning community
- Experiential learning beyond the classroom
- Tutoring
- Supplemental instruction
- Assessment and placement
- Registration before classes begin
- Class attendance
- Alert and intervention
Retain Them

**Freshman Retention Program**
- Mandatory orientation
- Placement testing
- FYEP - required in all curricula, including EOP, TRiO, Be Proud, and G2S

**MTS & Midterm Progress**
- Access to information on student progress at all relevant levels
- Probation & Suspension programs that have retention at their core

**Advisement Program**
- Advisor training & secondary "major" advisor option
- Summer advising
- Consistent & efficient record-keeping
- Graduation check-list

**Transfer students**
- Transfer credit evaluation
- Transfer student retention program
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for the right programs
and retain them