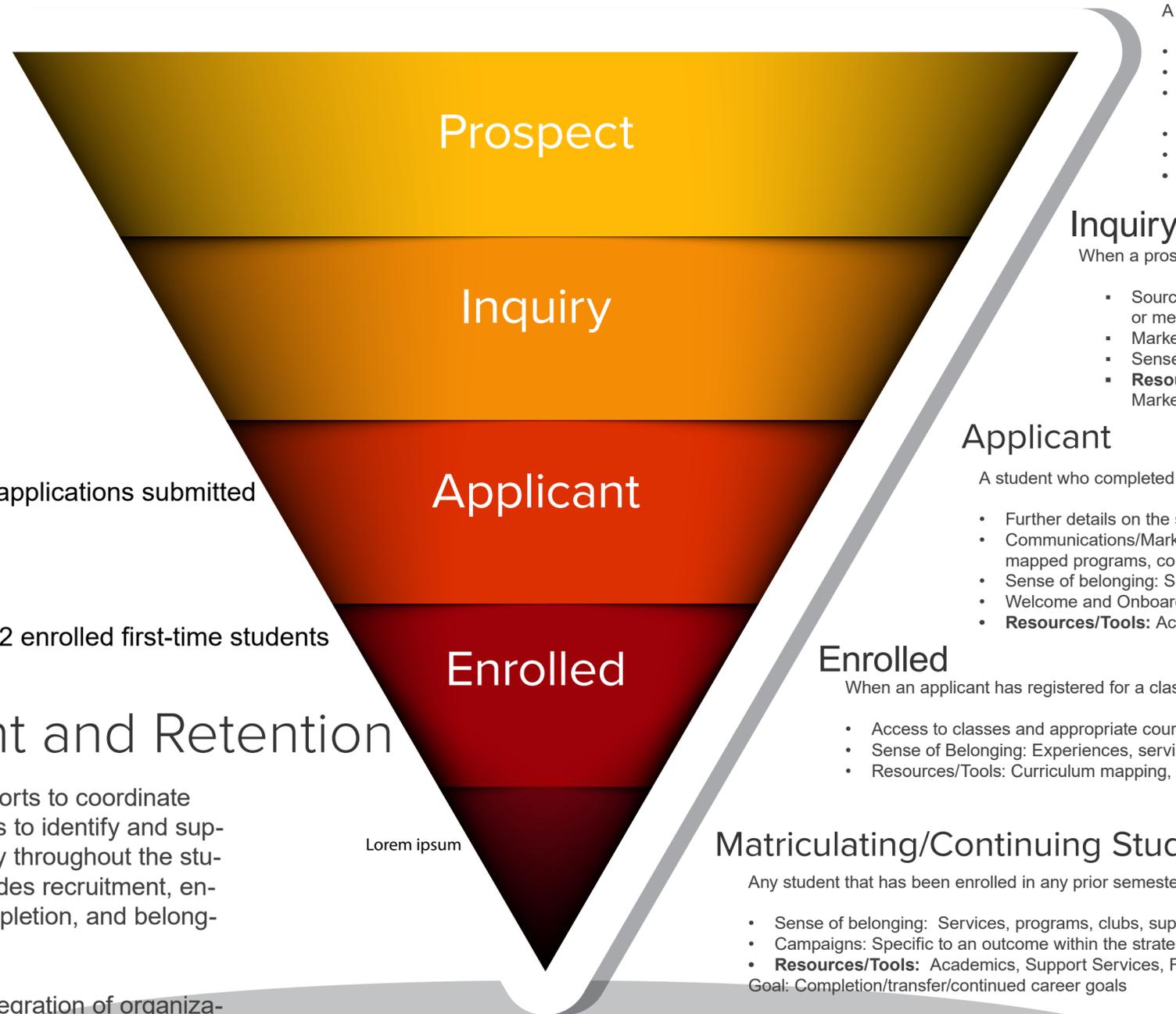


# Student Enrollment Funnel

Tracking the Student Experience



## Prospect

A prospect is anyone that may attend our colleges in the future but has not yet applied.

- Campus Tours
- Outreach from college staff (Events on campus and in the community, work with K-12 staff, etc.)
- Campaigns: Specific to an outcome within the strategy. Example: We will have 10% increase on campus tours from prospective students.
- Marketing/Branding/Public Relations: General awareness and enrollment campaigns
- Sense of belonging: Support services, affinity groups, and other student experiences
- **Resources/Tools:** Advertising, Digital/Print Assets, Communication Plans, Service Areas, CRM, etc.

## Inquiry

When a prospective student engages with our colleges through various contact points.

- Source: Campus visit, FAFSA application, emails, calls, attend an event, respond to communications/ads, or meeting with college staff.
- Marketing/Branding: Diving deeper from information received to customize messaging to target audiences.
- Sense of belonging: Support services, affinity groups, and other student experiences
- **Resources/Tools:** CRM, Call Centers, Mentors, Outreach, Student Ambassadors, ITS, ServicesAreas, Marketing Campaigns, etc.

## Applicant

A student who completed and submitted application through CCC Apply but is not yet enrolled.

- Further details on the students' specific educational goals, program of study, other information.
- Communications/Marketing: Clearly communicate a call to action for the next stage of the funnel. Program details, mapped programs, course information, readiness to enroll.
- Sense of belonging: Support services, affinity groups, and other student experiences
- Welcome and Onboarding: Orientation, W #, testing, placement, Sep-C, campus visit, financial aid information.
- **Resources/Tools:** Academics, Counselors, Service Areas, PRMG, CRM, etc.

## Enrolled

When an applicant has registered for a class (and stays enrolled)

- Access to classes and appropriate course planning or exploration of majors/programs if undecided.
- Sense of Belonging: Experiences, services, programs, clubs, support, mentors, etc.
- Resources/Tools: Curriculum mapping, Catalog, Financial Aid, Facilities, Services, ITS, CRM, MyPortal, etc.

## Matriculating/Continuing Student

Any student that has been enrolled in any prior semester. Continuing, returning, transfer (from other district college), etc.

- Sense of belonging: Services, programs, clubs, support, mentors, etc.
  - Campaigns: Specific to an outcome within the strategy - retention and completion. Could also include reaching out to prior students who never finished
  - **Resources/Tools:** Academics, Support Services, Financial Aid, Career Services/transfer, CRM, MyPortal, ITS, etc.
- Goal: Completion/transfer/continued career goals

Spring '22: 9,572 applications submitted

Spring '22: 2,052 enrolled first-time students

Lorem ipsum

Spring '22: 17,006 total students enrolled

## Recruitment and Retention

**Concept:** Strategic efforts to coordinate services and operations to identify and support students holistically throughout the student journey. This includes recruitment, enrollment, retention, completion, and belonging.

**Process:** Deliberate integration of organizational alignment (college/district) of all services and efforts coordinated to be student-centric, with the goal of increasing the conversion rate through each stage of the enrollment funnel.