



ENROLLMENT SERVICES DIVISION SUMMARY 2023-2024

SECTION A: ACCOMPLISHMENTS & NOTABLE ITEMS

OVERARCHING THEMES FOR ACCOMPLISHMENTS/NOTABLE

- The division has had a very productive year. There have been a number of updates to the division organization, processes, language used, etc. all in service of streamlining and supporting students' enrollment. These changes have also been cost-effective for the college. Being appropriately staffed has made the work easier for all.
- The enrollment services division has become a stronger unit over the past AY.
- There is a strong collaboration with the counseling office, helping to ensure each student is getting their first semester planning session in a timely manner.
- Community outreach is strong, continuing to work with Chip Woerner to create new marketing and signage about the new Student Support Center. There have been two successful branding campaigns for this division.
- Adding new programs, along with new employees, helps to support A & R to complete batch enrollments.
- CCCApply has the ID ME feature to help catch fraudulent applications.
- Proactive awarding of certificates and degrees will begin this year; the new DegreeWorks Specialist has been instrumental in getting to this stage.

PROGRAM SPECIFIC NOTES

Admissions and Records -

- A&R hired three crucial positions to support admissions, registration, apprenticeships, institutional service agreements, and DegreeWorks.
- Supported the pilot for students being able to audit courses by creating instructions and procedures, now available on the Lifelong Learning Academy website.
- Services are provided to students in multiple modalities to meet a wide variety of needs.
- Use of student satisfaction data translates into updates in processes and services for students.
- Fraud mitigation processes are reducing the amount of manual workload of staff conducting investigations.
- A&R is switching to AdobeSign to replace paper for several processes; Adobe is more cost effective and easier to use than DocuSign.

Assessment Center -

- Assessment processes came under Enrollment Services as of July 21. Now all enrollment related programs are under the same umbrella to clarify services and processes for students.
- Transferred away from Accuplacer for ESL assessments.
- Created a Welcome Center as a 1-stop shop for all new students to get them started in the most successful way.
- In October 2022, the Assessment Center resumed responsibility for administering assessments to students aiming to meet Spanish prerequisite requirements. In the absence of an assessment specialist, faculty members temporarily stepped in to facilitate this essential process.
- Additionally, the Assessment Center resumed its role in providing assessments, including the Chemistry Diagnostic Test, for students seeking to fulfill Chemistry prerequisite requirements. We also began processing all Chemistry Multiple Measures Placement requests, ensuring a comprehensive approach to student assessment.

Financial Aid -

- Successfully hired a new Financial Aid Supervisor who is at the administrator level, therefore having a direct voice in decision-making. The office is examining existing processes and technologies for ease of student use. They may drop technologies that are no longer serving them.
- There are increased communications between FAO and students.
- Updating and simplifying the Financial Aid website.
- There have been increases in Pell Grant recipients and dollars paid, increased interest in Federal Work-Study funding, and an increased interest in Federal Direct Loan applications
- The Outreach Coordinator has increased outreach efforts systematically.
- Built upon some existing technologies to continue to support communication with students in multiple modalities.
- Offered financial wellness class to students, and are hoping to build enrollment this year.
- Continuing to enhance based on SCFF metrics.
- Working with the bookstore vendor on better automation and fund availability.
- Working with consultant, SIG, to maximize Banner for increased efficiency and enhancements.
- Monthly reporting of fraud information from the Financial Aid Office and Admissions & records

International Student Program -

- The application for the college's recertification for Form 1-17 was accepted; therefore, non-immigrant students with F and M visas can be enrolled.
- The State Department is now allowing students to apply for their visas up to a year before they start their overseas program.
- Both completed applications and enrollment numbers showed significant increases in 22-23.
- The program has continued to offer a New Student Orientation via Zoom, and students who attend show an increased likelihood of retaining their student status and completing the three core services during their first semester. In the future, they may use a HyFlex model for students already arriving in the country.
- There has been an increase in students from African countries, primarily from Zimbabwe.
- There are ongoing marketing and outreach efforts to continue building program enrollment.
- Students and the ISP Coordinator are creating African country-specific workshops to help students more successfully prepare for their visa applications and interviews. There may be an option to hire current international students as student assistants to help prospective students.
- ISP student applications previously caught in SPAM filters, the majority of which were being flagged as fraudulent, are now being identified and referred to the ISP program. This will help with enrollments.

SECTION B: CHALLENGES AND NEEDS

OVERARCHING THEMES FOR ACCOMPLISHMENTS/NOTABLE

- With the increased responsibilities from the Financial Aid Office and Admissions & Records related to SCFF funding, work in this division is increasing, yet the staffing remains flat.
 - The increased enrollments to the international student program increased the need for more staffing, resulting in less student support than would be ideal.
 - High levels of fraudulent student applications. CCCApply has the ID ME feature to help catch fraudulent applications but students can opt out of this feature.
 - Catching fraud is not an automated process, it has to be done manually. Having one dedicated person to review all applications would be ideal.
- The low starting pay for the financial aid assistant position has been a challenge to hiring.

PROGRAM SPECIFIC NOTES

Admissions and Records -

- There continues to be a high number of fraudulent applications through CCCApply that have to be investigated, adding to the workload.

Assessment -

- The manual completion of Accuplacer updates to Banner occasionally created additional barriers for students. They had to wait for the appropriate codes to be manually inputted before they could register for classes. However, measures are being implemented to address this issue for the spring of 2024, ensuring smoother processes.

Financial Aid -

- The inaugural Financial Aid Supervisor retired in 2023, substantially changing the program.
- The Financial Aid Advisor II position had turnover three times in the 22-23 AY, though is filled now.
- The office space needs to be larger to hold all staff in one location.
- The Federal Work-Study program still struggles a little to use all its expenditures, though staff are now doing FWS outreach.
- Changes to the 24-25 FAFSA application are forcing significant technological reviews and rewrites of processes.

International Students Program -

- Students are having an increasingly difficult time securing F-1 student visas, with students from the African continent being disproportionately impacted.
- The cost of attendance for international students has increased significantly, making it difficult for some students to continue. The cost of attendance also fluctuates from year-to-year, making it hard for students to plan.
- The amount of work required by the Program Coordinator is difficult for one person to manage successfully.
 - They act as the Admission Specialist for all international students, including ensuring that all prospective students meet all of the requirements for admission, as defined by the federal government.
 - The increasing number of applications is positive but also increases the already heavy workload.
 - The end of the Covid emergency means that international students are allowed only one online class once more. Weekly monitoring enrollments is another duty, including identifying programs where no on-campus options are available to students.
 - There is no longer a dedicated counselor for international students, leaving other counselors to have to learn the complex regulations of the ISP program.

SECTION C: ANYTHING ELSE?

OTHER OBSERVATIONS

- Admissions and Records continues to streamline processes to benefit students.
- There are many transitions happening in the Financial Aid Office, and they appear to be mostly positive.
- The New Student Support Center is attracting new enrollments daily due to the new branding and welcoming environment.
- The new requirements to accept visas in advance may lead to increased student applications from multiple countries.

SECTION D: DIVISION PRIORITIES

I. LIST OF UNIVERSAL NEEDS/PRIORITIES - IDENTIFIED BY ALL OR MOST PROGRAMS IN THE DIVISION

A. Quick fix (Can be done now or soon; may take little/no extra resources)

1. Continue team-building to bring the entire division to act as a cohesive unit
2. Continue to develop Division Meetings to do more team-building activities and building a strong relational culture.
3. Retain all of the employees in the Division.

II. LIST OF PROGRAM NEEDS - IDENTIFIED BY ONLY ONE OR A FEW PROGRAMS, BUT STILL NEEDS CONSIDERATION

A. Quick fix (Can be done now or soon; may take little/no extra resources)

B. Interim (more work required but can be done within the academic year)

C. Structural process (longer-term work to be done to "resolve")