

Enrollment Team 2006-2007 Goal Status Update

Goal: Develop online checklist for students and student service staff

Success Indicators: New student checklist developed and implemented in marketing pieces and on the web.

Status: The list was developed with input from numerous departments and is now used in a variety of marketing pieces, during orientations and sent out in new student letters. The online list is also available for students to use. The team had originally planned to make the checklist integrated with Colleague to auto fill with relevant data for students. This is not feasible at this time due to IT constraints.

Goal: Study, refine and expand Parent Orientation and develop/pilot Parent marketing plan.

Success Indicators: Increase number of parents attending orientation by 10% and develop a new parent informational piece.

Status: The Team developed and distributed a new brochure specifically for the Parent Orientation sessions titled, "From Application to Graduation." Parents were encouraged to keep the brochure to use from home as staff names, telephone numbers and e-mail addresses were provided at the session. The parent/significant other count increased by 152 as we served 140 in the summer of '06 and 292 in the summer of '07 over a 100% increase. The team improved parent information by having the entire group gather in Iowa Hall, Rm. 125. The students were taken to Linn Hall to register while a team member conducted a tour of Student Services with the parents.

Goal: Initiate a study of a service model for Hispanic students and families.

Success Indicators: Present a service model plan to cabinet.

Status: The team waited nearly eight months for an attorney's opinion prior to proceeding so work will continue next year.

Goal: Improve Eaglenet communication and registration process.

Success indicators: Improve usability of Eaglenet.

Status: In lieu of formal focus groups the enrollment team collected qualitative data from students during regular interactions and teamed up with IT to address usability issues. Improvements incorporated during the year include but are not limited to the following:

- K# clearly and consistently labeled.

- Warning, which requires an acknowledgement, added about implications of dropping classes when students add and drop classes.
- Graduation application improved by adding drop down menu for graduation date and warning about graduation qualifications.
- Added a “Get your K number” feature to log in page.
- Added student FAQs.