

ENROLLMENT TEAM – 2007-2008 STATUS GOAL UPDATE

An improved communication plan for credit students. (2.1, 2.2, 2.3, 2.4, 4.6)

- Increase consistency of correspondence to prospective and new students (reduce variation between departments in letters and orientation sessions)
- Study the results of the Ruffalo CODY phoning to determine future use.
- In lieu of satisfaction survey, conduct focus group to assess

Update:

- The first step was made to improve consistency of message to newly applied students with the introduction of a universal postcard to all applicants.
- The RuffaloCody results offered to great insight but we performed a study to validate the need for additional work on newly applied students and it was used, in addition to camp mapping, to identify next year's goals.
- Due to the KFI Student Satisfaction group developing a new survey the mapping team interviewing students this year was put on hold.
- Documented all ET student correspondence to use as tool next year.

Increase the number of returning students from fall to fall by at least 5%. (2.1, 2.2, 2.3, 2.4)

- Create new awareness campaign encouraging existing students the take advantage of CHI registration to register early.
- Study Ruffalo Cody data to determine future use.
- Work with KFI Learner Experience committee to incorporate a Student Satisfaction Survey

Update:

- New awareness campaign for CHI registration was implemented and we experienced a 26% increase in student registrations during CHI.
- We were exceeding enrollment goals prior to the flood impact. We hope to gain some of the loss back over the next month.
- KFI team has new survey ready to start before fall CHI.

A plan to better serve Hispanic populations.
(2.3, 4.4)

Update:

No progress. Goal on hold.