





MCLENNAN
COMMUNITY COLLEGE

ASSET



ASSET Team Overview


Access, Support, Success & Engagement

- Cross-functional leadership team
 - Focused on the full student journey, from first contact to completion
 - Improves systems and processes that impact students
 - Anchored in student-centered design, equity, and access
- 



How the ASSET Team Operates

Key Deliverables

- Annual ASSET Action Plan
 - Quarterly progress updates to Leadership Team
 - Strategic recommendations for institutional improvement
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Structure and Focus Areas

Functional Pillars



- Recruitment



- Retention & Success



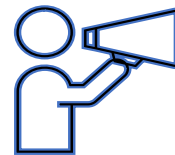
- MarCom



- Operations

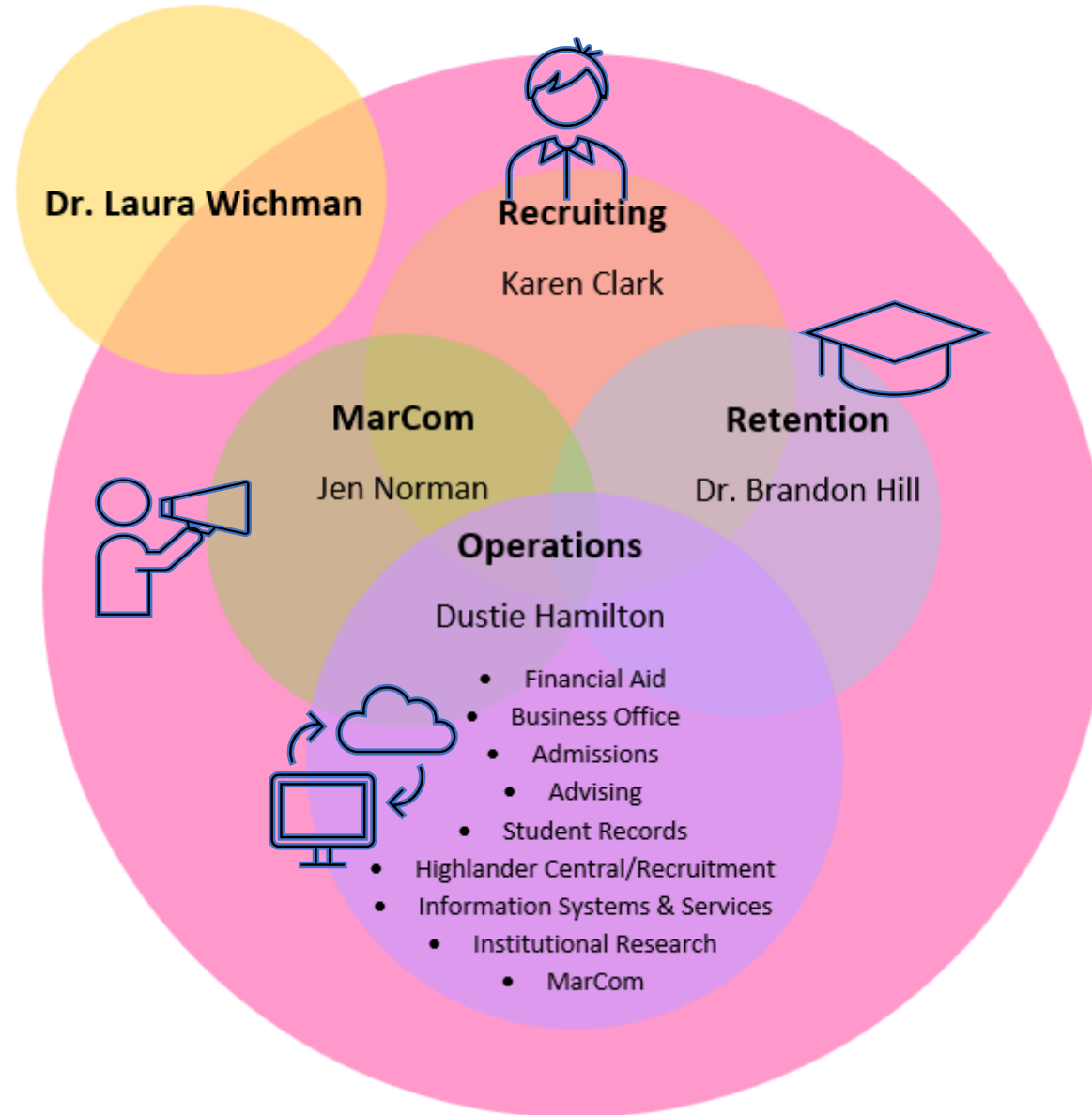
Structure and Focus Areas

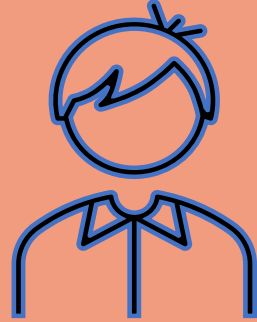
- Clear ownership and accountability
- Flexible, time-limited workgroups
- Direct alignment with enrollment, retention, and completion goals



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(Access, Support, Success & Engagement Team)

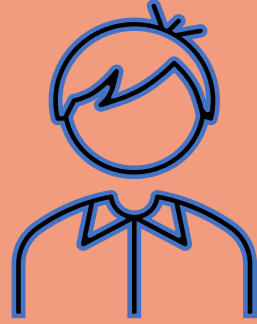




Recruiting

The Recruiting Team is charged with:

- **Recommend strategies** for student outreach, recruitment, admissions, and the enrollment lifecycle
- **Identify and address barriers** in recruitment, enrollment, and registration **to improve and streamline processes**



Recruiting

Projects:

- New Preview Day Format
- High School Senior Registration Days/ Signing Days
- Spanish Bridge Event



S.O.S.

Systems, Operations, and Solutions

The Operations Team is charged with:

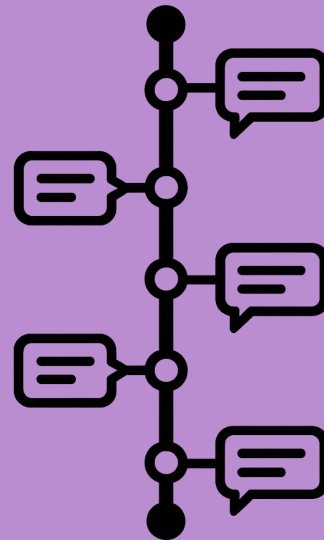
- **Coordinating and aligning processes** across departments to ensure accuracy, consistency, and a seamless, student-centered experience.
- **Identifying barriers** that impact prospective and current students and **proposing practical, data-informed solutions.**
- **Provide feedback to the ASSET Team** on operational needs, challenges, and opportunities for improvement.

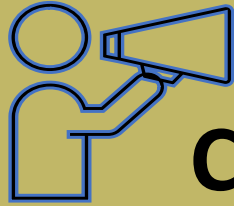


S.O.S. Systems, Operations, and Solutions

First Task:

- Identify Backbone Messages that all students need to receive

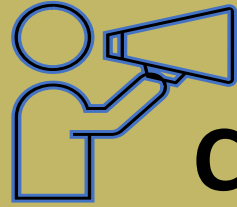




Marketing & Communications

The MarCom Team is charged with:

- **Align student communications** for clarity, consistency, and brand
- **Develop messaging strategies** that strengthen engagement and retention



Marketing & Communications

- **Mac Persona**
- **Registration Communication Plan**
- **Interactive Map**

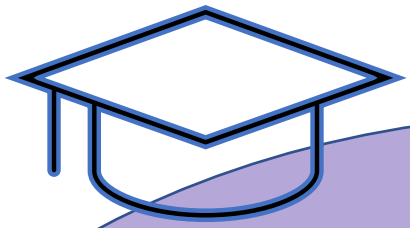




Retention

The Retention Team is charged with:

- **Identify systemic barriers and implement student-centered solutions**
- **Build coordinated systems to identify and support students in need**
- **Advance proactive strategies that ensure student preparedness**

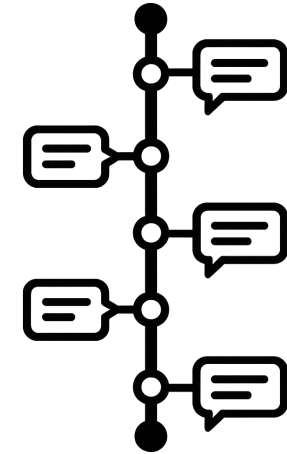
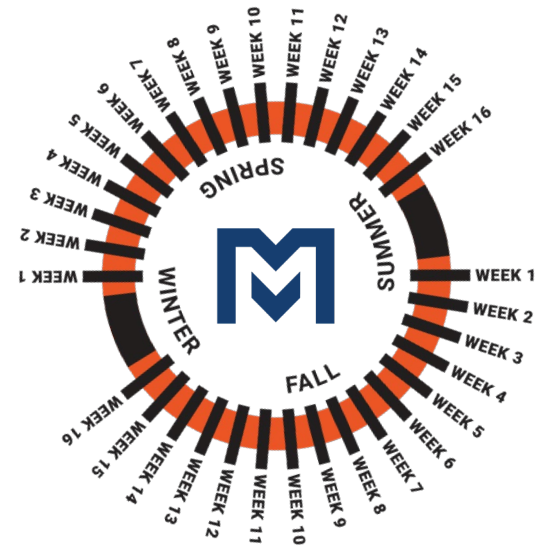
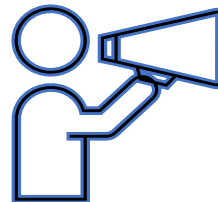
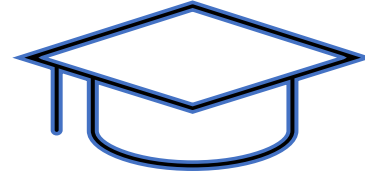
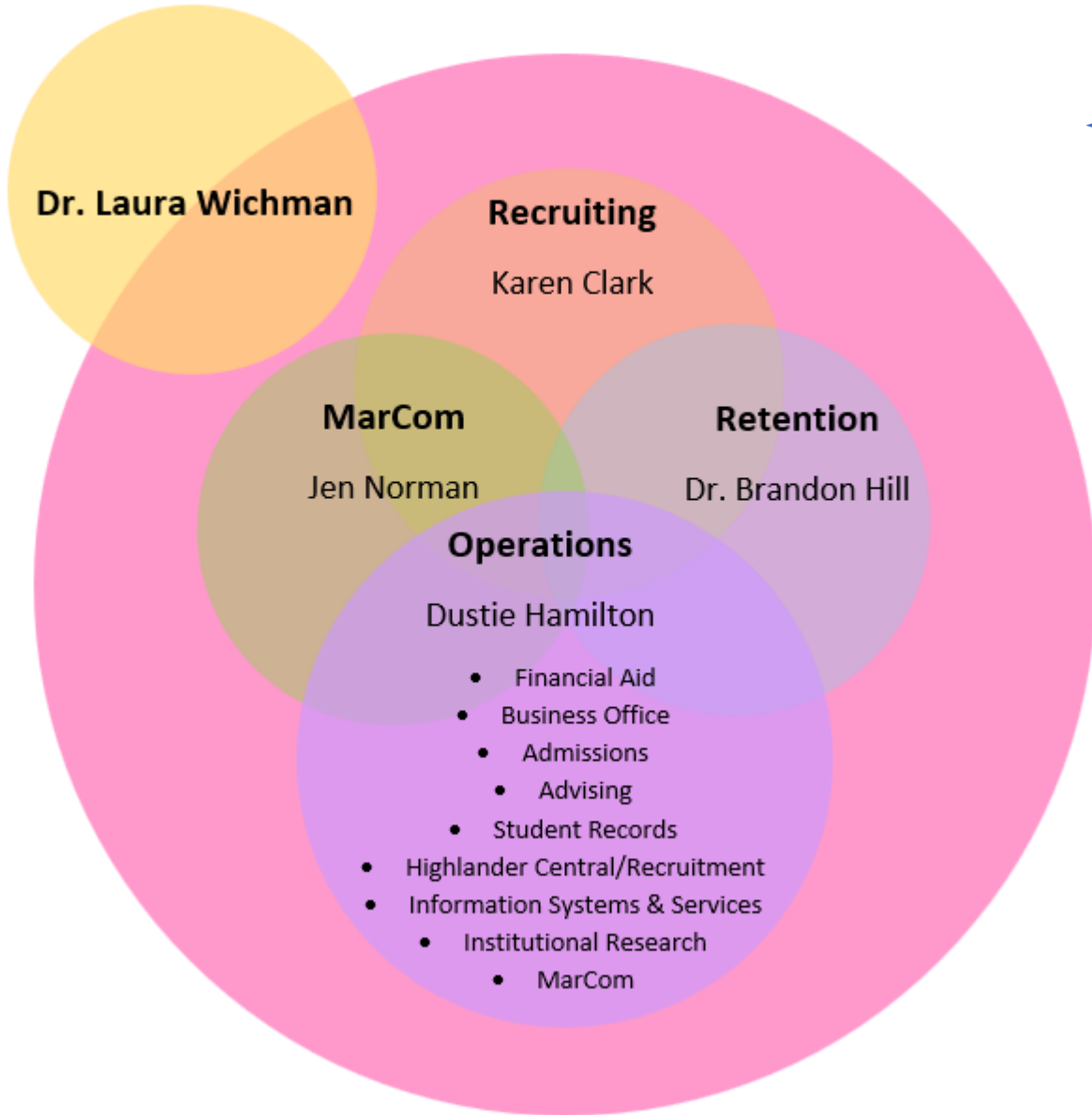


Retention Current Projects:

- **Touchpoint Maps**
- **Big Data Proactive Outreach**
- **New Success Coaching
Services Model**
- **Digital Onboarding**

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Questions?

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