

Strategic Enrollment Management Update



McLennan
C O M M U N I T Y
COLLEGE

May 31, 2022

Strategic Enrollment Management (SEM)

SEM Steering Committee

Admission & Marketing Subcommittee

Finance Subcommittee

Retention Subcommittee

Research & Growth Opportunities Subcommittee

Process Improvement Work

Process Improvement Steering Committee

Student AR Task Force

Records & Registration Task Force

Financial Aid Task Force

Admissions & Recruitment Task Force

Advising Task Force

Marketing & Communications Task Force



Strategic Enrollment Management (SEM)

Strategic Enrollment Management Committee

With a focus on successful student recruitment, retention, and completion and in accordance with the mission and strategic plan of McLennan Community College, the Enrollment Management process will develop an integrated approach to enrollment that supports college-wide collaboration, engagement, and creative-thinking.

The Enrollment Management Committee is coordinated by a [Steering Committee](#) and supported by four subcommittees with specific charges. The subcommittees include: [Admissions & Marketing](#); [Finance](#); [Retention](#); and [Research & Growth Opportunities](#).

Strategic Enrollment Management Committee

- Process Improvement Subcommittee
- Steering Committee
- Research & Growth Opportunities Subcommittee
- Retention Subcommittee
- Finance Subcommittee
- Admissions & Marketing Subcommittee

Strategic Enrollment Management Plans

- [Plan as of March 2021](#)
- [Plan as of June 2021](#)

Chat with Mac!



Strategic Enrollment Management (SEM)

The screenshot shows a web browser window with the URL <https://www.mclennan.edu/sem/steering-committee/committee.html>. The page header includes the McLennan Community College logo, navigation links (Translate, Athletics, Bookstore, Brightspace, Employee Email, Jobs, Library, Student Email, Tech Support, WebAdvisor, ZOOM), and a search bar. Below the header is a navigation menu with links for Future Students, Current Students, Community, and Faculty & Staff. The main content area features a breadcrumb trail: Home > SEM > Steering Committee > Steering Committee Members. The title is "Steering Committee Members". A list of members is provided, including Stephen Benson (Vice President, Finance and Administration), Johnette McKown (President), Fred Hills (VP, Instruction & Student Engagement), Joe Arrington (Division Chair, Human Services & Education), Meredith Brown (Program Director/Associate Professor, Radiologic Technology), Londa Carriveau (Director, High School Pathways), Karen Clark (Director, Admissions & Recruitment), Daelynn Copeland (Assistant Professor/Facility Director, Child Studies & Education), Lisa Elliott (Director, Marketing & Communications), Frank Graves (Dean, Workforce & Public Service), Sandi Jones (Director, Financial Aid), Mandy Morrison (Assistant Professor, Music), Kim Patterson (Executive Director, Foundation/Institutional Advancement), Lise Uhl (Division Chair, Visual and Performing Arts), and Laura Wichman (Director, Institutional Research). To the right of the list is a "Steering Committee" button and a "Steering Committee Members" button. Below the list are three buttons: "CONTACT US", "REFER A STUDENT", and "REQUEST INFORMATION". The footer contains the McLennan Community College logo, social media icons, and a grid of links for "About MCC", "Resources", "Policies", and "Safety". A "Chat with Mac!" button is also present.

Steering Committee Members

- Stephen Benson – Vice President, Finance and Administration
- Johnette McKown – President
- Fred Hills – VP, Instruction & Student Engagement
- Joe Arrington – Division Chair, Human Services & Education
- Meredith Brown – Program Director/Associate Professor, Radiologic Technology
- Londa Carriveau – Director, High School Pathways
- Karen Clark – Director, Admissions & Recruitment
- Daelynn Copeland – Assistant Professor/Facility Director, Child Studies & Education
- Lisa Elliott – Director, Marketing & Communications
- Frank Graves – Dean, Workforce & Public Service
- Sandi Jones – Director, Financial Aid
- Mandy Morrison - Assistant Professor, Music
- Kim Patterson - Executive Director, Foundation/Institutional Advancement
- Lise Uhl – Division Chair, Visual and Performing Arts
- Laura Wichman – Director, Institutional Research

Steering Committee

Steering Committee Members

CONTACT US REFER A STUDENT REQUEST INFORMATION

McLennan COMMUNITY COLLEGE

About MCC
[Our President](#)
[Board of Trustees](#)
[Accreditation](#)
[Mission Statement](#)

Resources
[Campus Conduct Hotline](#)
[Mental Health](#)
[Maps](#)
[Directory](#)

Policies
[Policies](#)
[Nondiscrimination Policy](#)
[EEO Statement](#)
[ADA Notice](#)

Safety
[MCC Police](#)
[Emergency Management](#)
[MCC MyAlert](#)
[RAVE Guardian App](#)

Chat with Mac!



Strategic Enrollment Management (SEM)

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Highlander Restart

- Debt forgiveness program
 - Pay debt down to \$500
 - Remaining \$500 is waived when the student completes an associate degree or 1-year certificate program
 - Must take 6 credit hours per semester
 - Must maintain a 2.0 GPA
- Started the program in Spring 2021



Highlander Restart

Approximately 5,600 eligible former students



Highlander Restart

RESULTS

- 155 students currently enrolled in the program
- Outstanding balances paid by students - \$45,280.14
- Outstanding balances paid with eligible financial aid - \$6,610.87
- Total collected for outstanding balances - \$51,891.01
- Current tuition and fee collection - \$368,133.34
- Total collected - \$420,024.35
- Total credit hours enrolled – 2,223
- Amount to be waived when students complete - \$54,327.42
- 8 Students completed programs

McLennan Scholarship and Rising Star Scholarship

McLennan Scholarship

- 100% tuition and fee scholarships awarded to students who rank in the top 10% at the end of the junior year.

Rising Star Scholarship

- 50% tuition and fee scholarships awarded to students who rank in the top 11-20% at the end of the junior year.



McLennan & Rising Star Scholars Evening



- 109 McLennan Scholars per year.
- Currently - 22 new McLennan Scholars and 39 Rising Star Scholars accepted for next year.
- Hosted 78 potential students and 165 guests for these events. 243 total visitors to campus.



Strategic Enrollment Management (SEM)

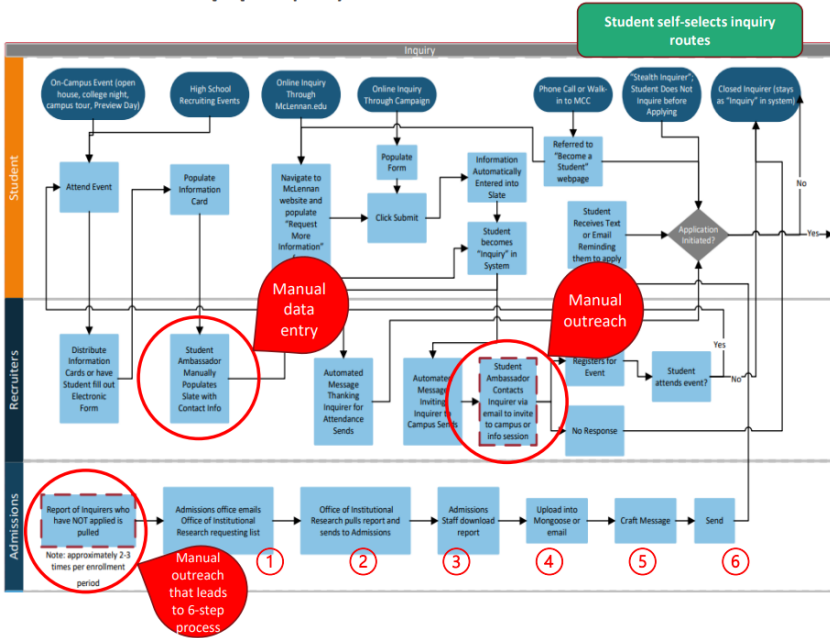
The screenshot shows a PowerPoint presentation interface. The main slide features a gradient background transitioning from dark red on the left to yellow on the right. The text on the slide is as follows:

- Cicero** (with a bird icon in the letter 'o')
- Higher Ed*
- McLennan Community College**
- Inquiry to Enrollment**
- September 2021

The left sidebar of the presentation shows a list of five slides, with the first slide (the current one) highlighted. The top of the interface includes a title bar 'PowerPoint Presentation', a progress indicator '1 / 146', a zoom level of '94%', and icons for download, print, and a menu.

Strategic Enrollment Management (SEM)

I2E Process Map | Inquiry

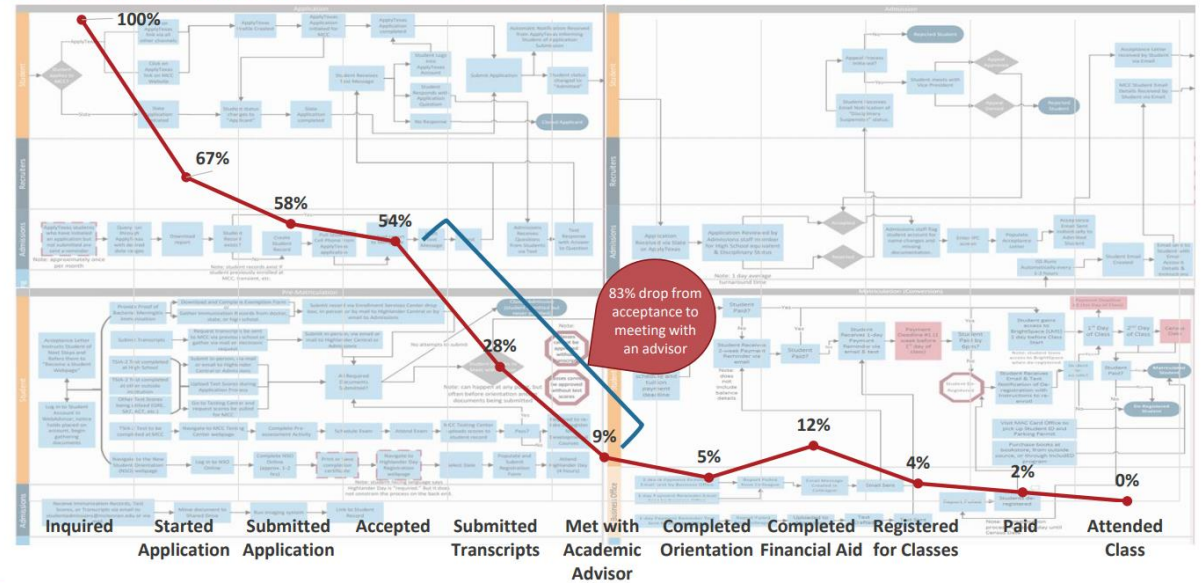


Cicero

Areas for Consideration

1. Use of information cards leads to a manual process, however Student Ambassadors are responsible for this step, so it does not impact staff capacity
2. Students are automatically emailed after inquiring or attending other student contact outreach by Student admissions staff
3. Automated message recruitment/Highly in admissions
4. Students are considered indefinitely, if they

I2E Funnel Overview | More specifically, 'submitting transcripts' and 'meeting with an advisor' are sticking points. After advisor meetings, the attrition rate is more steady.
Closed Inquirer Enrollment Funnel Attrition by Steps Completed, Q13 (n=165)



Cicero

Q13: When considering McLennan Community College, please select all the steps that you completed in the process.

Confidential | 15

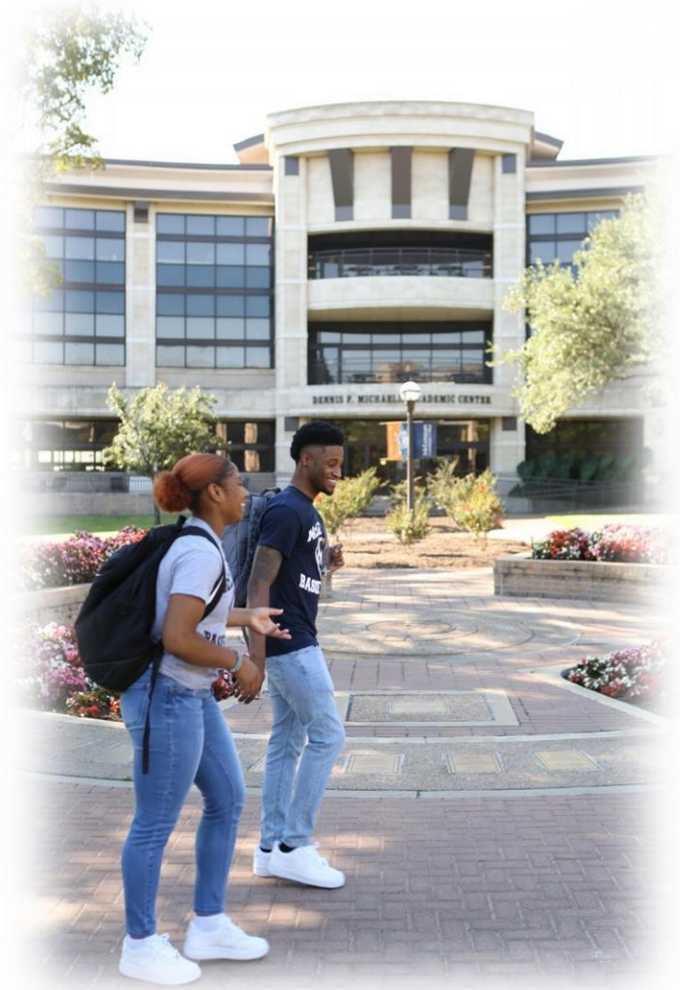
Strategic Enrollment Management (SEM)

Initiatives:

- Increased advertising (general and grant funded)
- Rebranding
- Website redesign
- Tuition reimbursement programs at businesses
- AEL program pathway to MCC
- Employee Ambassador Program
- Calling campaigns for registration
- New technology (Chatbot, Niche, and Slate)
- Community Survey

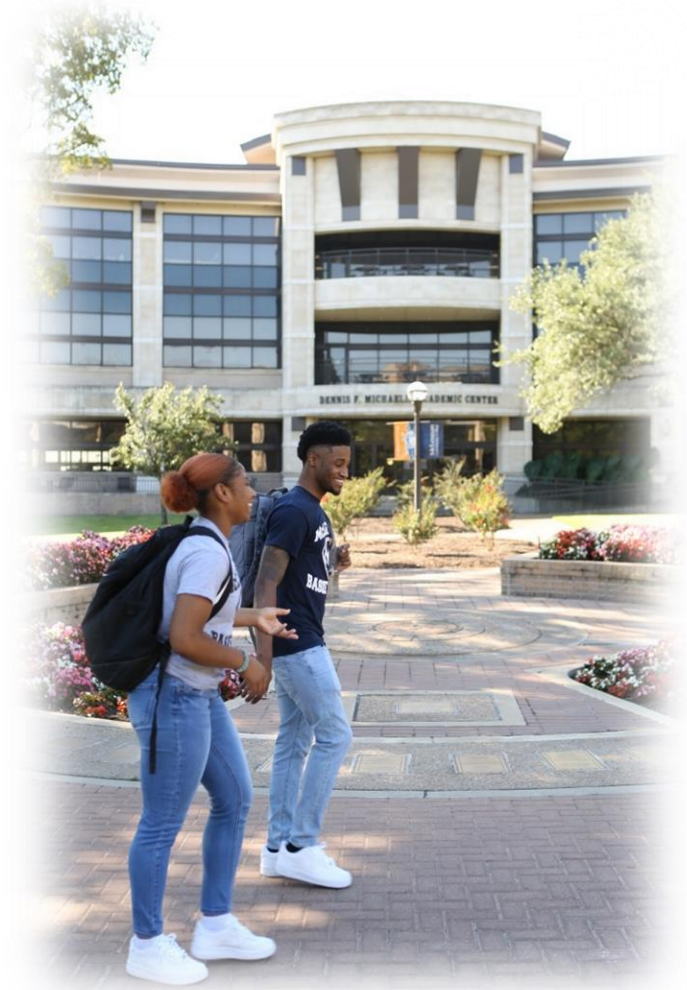
Community Survey

- Sent to past students, MCC employees, Advisory Councils, Chambers around McLennan County, flyer with QR codes were handed out in June/July 2021
- Purpose:
 - identify community perceptions toward MCC as an institution.
 - assess the educational needs of the community that can be addressed by MCC.
 - gain feedback from those who could be future students of MCC or those who influence the decisions of future students.
 - gather information to assist the College in their decision making.
 - update and support other research efforts.



Community Survey

- 1,630 individuals participated
 - 1,359 (83%) from McLennan County
 - 53 (3%) from Falls County
 - 218 (14%) outside McLennan or Falls Counties
- Survey had multiple tracks:
 - Outside McLennan or Falls Counties – taken to end
 - Parents/Guardians of Students Grades 8 – 12
 - Teachers & Counselors of Students Grades 8 – 12
 - High school seniors/recent graduates



Community Survey

	Frequency	Percent
I have a documented disability (physical, mental, learning, temporary).	165	12%
I qualify for SNAP/other federal low-income programs.	203	14%
English is my first language.	1,211	86%
I am currently in or have aged out of the foster care system.	33	2%
I am the dependent of a parent who is on active duty in the armed forces.	10	1%
I have reliable transportation.	1,265	90%
I rent a house or other real estate in McLennan County.	327	23%
I own a house or other real estate in McLennan County.	692	49%

Community Survey

Table 2.2 Please choose the best answer for your enrollment status in each type of school.

	Enrolled immediately after high school		Enrolled one year after high school		Enrolled 2-5 years after high school		Enrolled 5+ years after high school		Plan to enroll in the future		No plans to enroll		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	
McLennan Community College	36.6%	435	5.6%	67	7.8%	93	19.5%	232	4.7%	56	25.7%	306	1,189
Two-year community college other than MCC	13.1%	138	2.5%	26	4.6%	48	5.7%	60	4.1%	43	70.0%	735	1,050
Two-year technical college	3.6%	37	0.9%	9	2.6%	26	2.2%	22	3.3%	33	87.5%	887	1,014
Trade school or career institute	2.6%	26	0.5%	5	1.7%	17	1.8%	18	4.4%	45	89.1%	906	1,017
Four-year college or university	23.6%	264	1.7%	19	10.7%	120	9.1%	102	22.9%	256	32.0%	358	1,119

Community Survey

Table 4.1 Please rate your level of agreement with the following statements based on your knowledge of MCC.

By Agreement Groupings

	Strongly Agree / Agree		Disagree / Strongly Disagree		Total
MCC provides courses for those who want to improve their job skills.	98.2%	983	1.8%	18	1,001
MCC Continuing Education community program courses are of high quality.	97.7%	805	2.3%	19	824
MCC Continuing Education corporate training courses are of high quality.	97.4%	646	2.6%	17	663
MCC transfer courses are of high quality.	97.1%	875	2.9%	26	901
MCC staff are friendly and courteous.	96.5%	958	3.5%	35	993
MCC faculty/instructors are friendly and courteous.	96.4%	950	3.5%	35	985
MCC Workforce Programs that prepare students for immediate employment are of high quality.	95.1%	727	4.9%	37	764
MCC provides students with the latest technology and skills.	94.7%	868	5.3%	48	916

Community Survey

Table 4.2 Please rate how difficult each factor makes it for you to attend college.

	Very Difficult / Difficult		Somewhat difficult / Not at all difficult		Total
Paying for college	39.0%	317	61.0%	496	813
Balancing school with my other responsibilities	37.7%	304	62.3%	504	808
Reliable child care	25.8%	104	74.2%	300	404
Amount of time since I last attended school	24.4%	172	75.6%	532	704
Knowing how to start	21.7%	174	78.4%	631	805
Understanding the process for enrolling in classes	14.6%	120	85.4%	702	822
Understanding when things are due (e.g. financial aid)	14.4%	116	85.7%	694	810
Lack of academic preparedness	14.2%	105	85.8%	635	740
Understanding or meeting college entrance requirements	12.5%	100	87.5%	701	801
Lack of support from family and friends	10.5%	76	89.6%	652	728
Reliable transportation	7.8%	55	92.2%	653	708

Community Survey

Table 4.3 Please rate the importance of each factor for you in choosing a college to attend.

	Very important / Important		Somewhat important / Not at all important		Total
Quality of instruction	95.5%	998	4.5%	47	1,045
Programs that match my interests	95.1%	990	4.9%	51	1,041
Class times that fit my schedule	93.2%	973	6.8%	70	1,043
Cost of attendance	89.7%	936	10.4%	108	1,044
Quality of facilities	89.0%	927	11.0%	115	1,042
Courses that transfer to a four-year college or university	84.5%	877	15.4%	160	1,037
Courses that improve my skills for my current job	81.3%	844	18.7%	194	1,038
Certificates, licenses, and associate degrees for immediate employment	80.6%	835	19.4%	202	1,037
Student service programs (e.g. advising, career counseling, etc.)	80.3%	835	19.8%	205	1,040
Availability of face to face courses	80.1%	836	19.9%	207	1,043
Academic support programs (e.g. tutoring, library, writing, etc.)	77.1%	802	22.9%	238	1,040
Availability of online courses	75.1%	785	24.9%	260	1,045
Staying close to home	68.4%	709	31.7%	328	1,037
Student activities	44.8%	465	55.2%	573	1,038

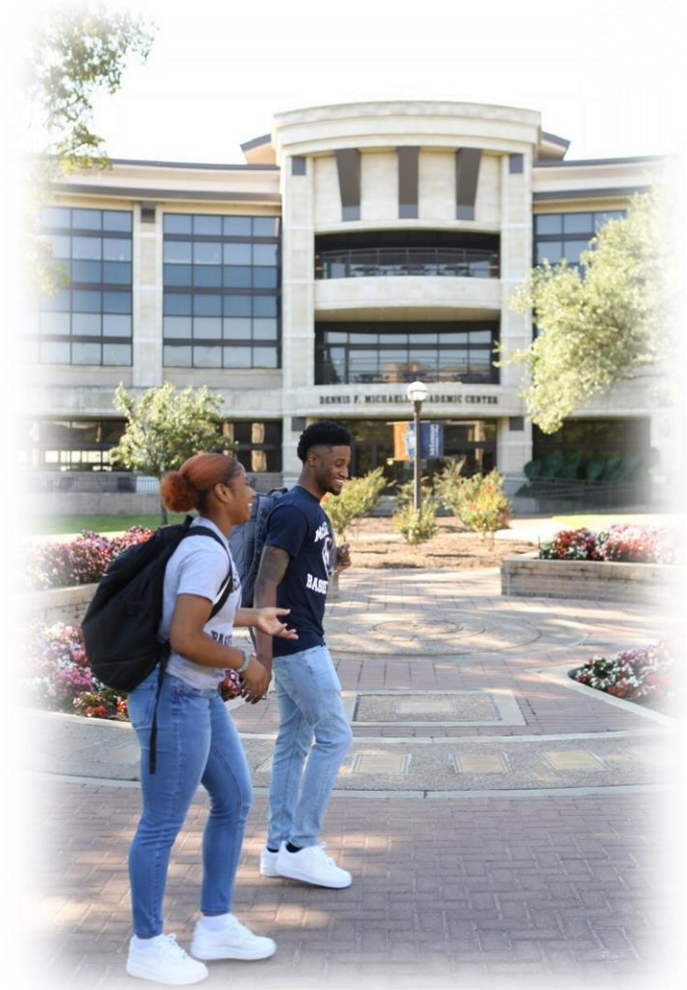
Community Survey

Table 4.4 Would removing "Community" from the name of "McLennan Community College"...

	%	Count
...greatly increase my likelihood of attending MCC	7.8%	82
...slightly increase my likelihood of attending MCC	6.1%	65
...slightly decrease my likelihood of attending MCC	2.8%	30
...greatly decrease me likelihood of attending MCC	4.2%	44
...would not change my likelihood of attending MCC	79.1%	837
Total	100%	1,058

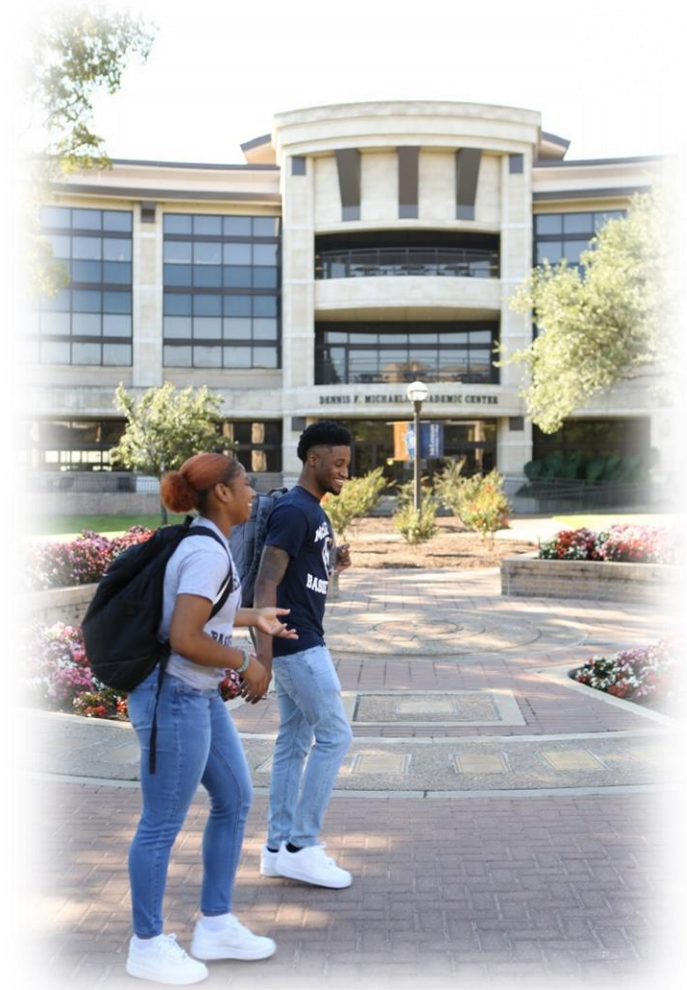
Community Survey

- One thing we do well...
 - Being helpful
 - Great programs
 - Good communication
 - Accessibility & online courses
- One thing to improve...
 - Communicate better
 - Modernize some programs
 - Publicize and market more



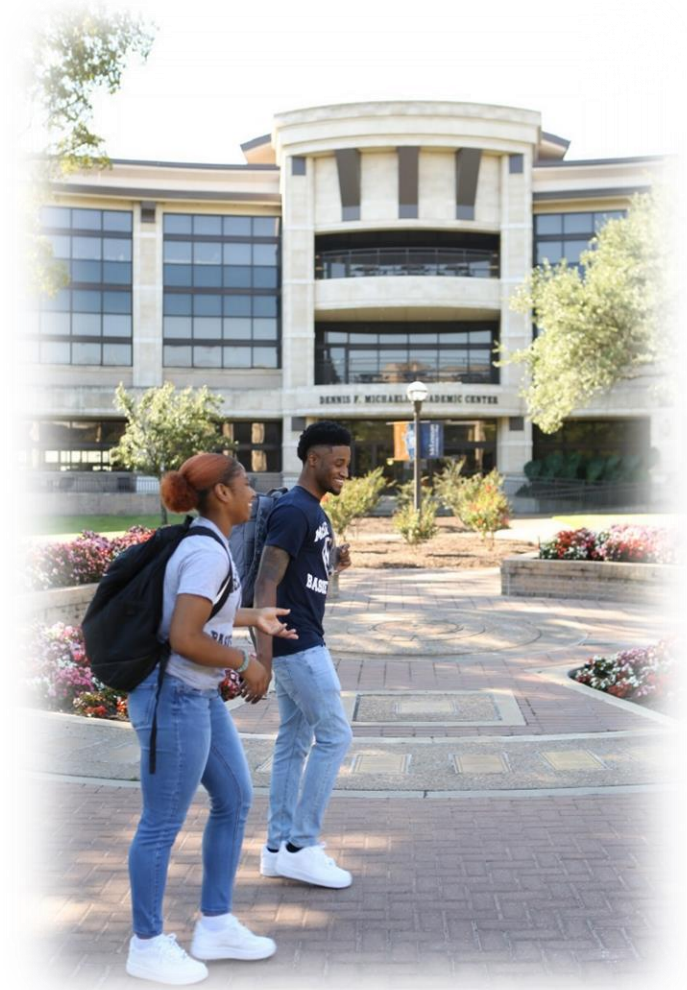
Community Survey

- What programs, degrees, or career training should MCC consider adding?
 - Cosmetology
 - Dental Hygiene
 - Graphic/Multimedia design
 - Music Industry Careers
 - Nursing – both RN and BSN
 - Bachelor degree programs



Community Survey

- As a parent/guardian, what do you consider important in your child's/children's search for a college?
 - Affordability and scholarships/aid
 - Location
 - Programs of study
 - Quality of education
- What does your child/children consider important in their college search?
 - Affordability
 - Programs offered
 - Student Life



Community Survey

Table 9.1 In comparison to high school, how difficult do you expect college to be?

	%	Count
Much more difficult	34.4%	32
Slightly more difficult	45.2%	42
About the same	17.2%	16
Slightly easier	3.2%	3
Much easier	0.0%	0
Total	100%	93

Community Survey

Table 9.2 How many hours a week do you expect to spend outside of class on activities, such as studying, writing, reading, lab work, homework, etc.?

	%
5 hours or fewer	29.8%
6 - 10 hours	34.0%
11 - 15 hours	17.0%
16 - 20 hours	10.6%
21 - 25 hours	2.1%
26 - 30 hours	2.1%
More than 30 hours	4.3%
Total	100%

Table 9.3 How many hours a week do you expect to work for a job outside of school?

	%
None, I will not have a job	10.6%
1 - 10 hours	14.9%
11 - 20 hours	25.5%
21 - 30 hours	23.4%
31 - 40 hours	20.2%
More than 40 hours	5.3%
Total	100%

Current Enrollment – Summer 1

Enrollment Report Summer 1 2022
Year to Date Registration Comparison - Actual Students*

	Summer 1 2018	Summer 1 2019	Summer 1 2020	Summer 1 2021	Summer 1 2022
First Time in College	63	88	108	113	96
First Time Transfer	617	623	650	581	690
Continuing	1,680	1,754	1,811	1,342	1,308
Returning	631	681	771	687	655
Dual Credit	1	301	296	263	206
Total	2,992	3,447	3,636	2,986	2,955

Contact Hours Summary

	Summer 1 2018	Summer 1 2019	Summer 1 2020	Summer 1 2021	Summer 1 2022
Workforce	120,520	132,056	140,828	116,472	117,195
Academic	183,232	209,904	219,328	179,856	183,472
Total	303,752	341,960	360,156	296,328	300,667

Current Enrollment – Summer 2

Enrollment Report Summer 2 2022
Year to Date Registration Comparison - Regular Students*

	Summer 2 2018	Summer 2 2019	Summer 2 2020	Summer 2 2021	Summer 2 2022
First Time in College	9	13	16	46	37
First Time Transfer	165	193	138	184	178
Continuing	1,316	1,512	1,668	1,444	1,482
Returning	168	176	162	198	230
Dual Credit	1	94	86	108	93
Total	1,659	1,988	2,070	1,980	2,020

Contact Hours Summary

	Summer 2 2018	Summer 2 2019	Summer 2 2020	Summer 2 2021	Summer 2 2022
Workforce	25,760	26,288	26,432	23,344	27,856
Academic	110,688	137,216	134,480	99,632	100,384
Total	136,448	163,504	160,912	122,976	128,240

Current Enrollment - Fall

Enrollment Report Fall 2022
Year to Date Registration Comparison - Regular Students*

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
First Time in College	63	130	84	88	120
First Time Transfer	48	33	25	32	38
Continuing	1,699	1,610	1,273	1,118	1,316
Returning	140	159	112	128	122
Dual Credit	362	901	574	1,038	915
Total	2,312	2,833	2,068	2,404	2,511

Contact Hours Summary

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Academic	283,264	322,736	226,752	234,608	256,896
Workforce	148,096	155,024	122,784	127,224	154,068
Total	431,360	477,760	349,536	361,832	410,964



Questions?