

Strategic Enrollment Management Committee Update



February 28, 2023

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



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

RESULTS

- 166 students currently enrolled in the program
- 225 students have used the program to return to MCC
- Outstanding balances paid by students - \$52,035.77
- Outstanding balances paid with eligible financial aid - \$7,977.15
- Total collected for outstanding balances - \$60,012.92
- Current tuition and fee collection - \$606,712.03
- Total collected - \$666,724.95
- Total credit hours enrolled – 3,336
- Total debt waived - \$8,601.36
- Total potential debt to be waived when students complete - \$60,041.57
- 25 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.





RESULTS

104 McLennan Scholars
(94 in 2021)

28 Rising Star Scholars (Fall)

38 Rising Star Scholars (Spring)

415 People participated in events



Employee Educational Assistance Partnerships

- Communicating with over 200 local businesses that provide educational assistance to employees.

Amazon's Career Choice program



- Program started in November 2022
- 30 – Amazon employees are enrolled at MCC
- 248 – Credit Hours
- \$36,647.80 – Tuition and Fees Paid

Advertising



<https://www.youtube.com/watch?v=ZZeGjvzpDic>

<https://www.youtube.com/watch?v=o4phyNQ9vEg>

<https://www.youtube.com/watch?v=VcpxbRdkzSE>

Rebranding



M McLENNAN
COMMUNITY COLLEGE



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	1,088	1,233	1,035	1,075	1,104
First Time Transfer	582	573	411	418	391
Continuing	4,019	3,846	3,662	3,220	2,996
Returning	1,153	1,081	909	1,041	820
Dual Credit	2,206	2,200	2,038	1,720	1,759
Total	9,048	8,933	8,055	7,474	7,070

Contact Hours Summary

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Academic	1,049,392	1,018,000	896,096	807,328	765,776
Workforce	506,664	491,200	447,536	457,416	444,256
Total	1,556,056	1,509,200	1,343,632	1,264,744	1,210,032

Current Enrollment – Spring

Enrollment Report Spring 2023
Year to Date Registration Comparison - Actual Students*

	Spring 2019	Spring 2020	Spring 2021	Spring 2022	Spring 2023
First Time in College	190	197	150	164	170
First Time Transfer	355	277	239	159	229
Continuing	4,695	4,586	3,941	3,833	3,661
Returning	735	653	675	511	569
Dual Credit	1,992	2,044	1,774	1,574	1,639
Total	7,967	7,757	6,779	6,241	6,268

Contact Hours Summary

	Spring 2019	Spring 2020	Spring 2021	Spring 2022	Spring 2023
Academic	917,088	879,552	744,634	669,520	719,088
Workforce	506,488	475,376	417,288	425,108	420,552
Total	1,423,576	1,354,928	1,161,922	1,094,628	1,139,640

Next Steps, Conclusions, and Discussion

