



# Student Access and Success: A Guide to Data-Informed Recruitment and Retention Practices

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# Institutional Overview

- Community college in rural North Central Arkansas
- Four Campuses
- Degrees Offered:
  - General Education, Nursing, Aviation, Culinary, Criminal Justice, Education, Information Technology, Automotive, Human Services, Agriculture, Welding
- 32 Full-time faculty
- 20 Student Services Staff, including Career Pathways and TRIO



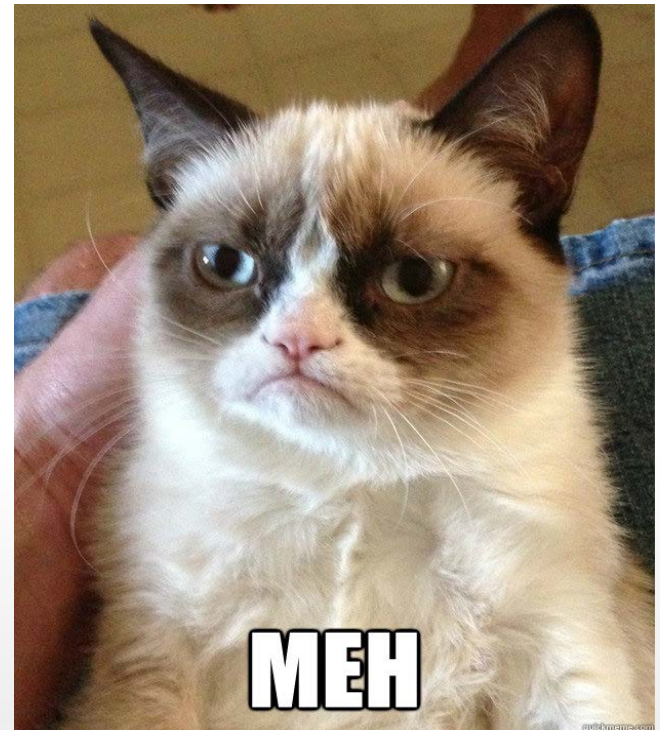
# Factors Driving Enrollment Management

- Declining Enrollment
- Dwindling Resources
- HLC Quality Initiative:  
Open Pathway
- Arkansas Department of  
Higher Education Productivity  
Funding:
  - 80% Credentials, Progression,  
Transfer Success, Gateway Course  
Completion, Post-Completion  
Success, Non-Credit Workforce  
Training
  - 20% Time to Degree, Credits at Completion



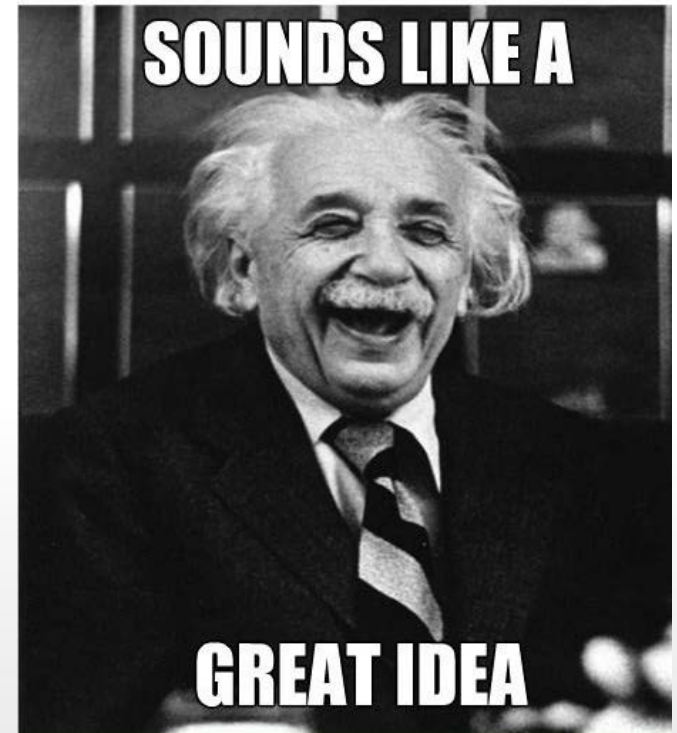
# Enrollment Prior to EMP

- Total Enrollment for Fall 2015: 1,108 (6-year low)
  - 261 Dual/Concurrent
  - 160 First-Time Full-Time
  - 85 Transfer
  - 535 Returning Students
  - 24 Re-Admitted
  - 43 Unclassified



# First Iteration Plan

- Gathered a very broad team (over 20 individuals) of Student Services Staff, Faculty, Division Chairs, and Campus Coordinators to develop focus areas that would impact enrollment
- EMP Leadership Team (VP of Student Services, AVP of Academics, VP of Institutional Research) developed specific goals, provided oversight
- Looked to build on what we were already doing



# First Iteration Goals

- Increase Dual/Concurrent Enrollment from 261 to 305 students.
- Increase the number of College Now scholarship recipients from 11-20.
- Increase number of career and technical concurrent offerings by one each year.
- Increase enrollment of traditional-aged enrollees by 14%.
- Increase enrollee/applicant ratio from 72% to 75%.
- Increase non-traditional enrollment aged 25-39 from 24.6% to 28.0% of overall enrollment.
- Increase course completion rate from 72% to 75%.
- Increase the College Persistence Factor from 59% to 65%.
- Increase developmental sequence success from 46% to 50%.



# Sample Actions for the Goals

- Develop and enhance concurrent marketing materials
- Market career and technical offerings
- Increase focus on under-served high school graduate pool
- Enhance student prospect management practices
- Target career and technical program opportunities
- Intensify near program completion audit efforts
- Assess completion support mechanisms for adult learners



# First Iteration Results

- Dual/Concurrent student enrollment 305-320 **WIN**
- College Now recipients 11-28 **WIN**
- CTE concurrent offerings 2-5 **WIN**
- Traditional-Aged Enrollees 28%-33% **PSUEDO-WIN**
- Enrollee-Applicant Ratio: 75%-62% **LOSS**
- Non-Trads: 28%-24% **LOSS**
- Course Completion Rate: 75%-72% **LOSS**
- Persistence Factor: 65%-57% **LOSS**
- Developmental Education: 50%-54% **WIN**





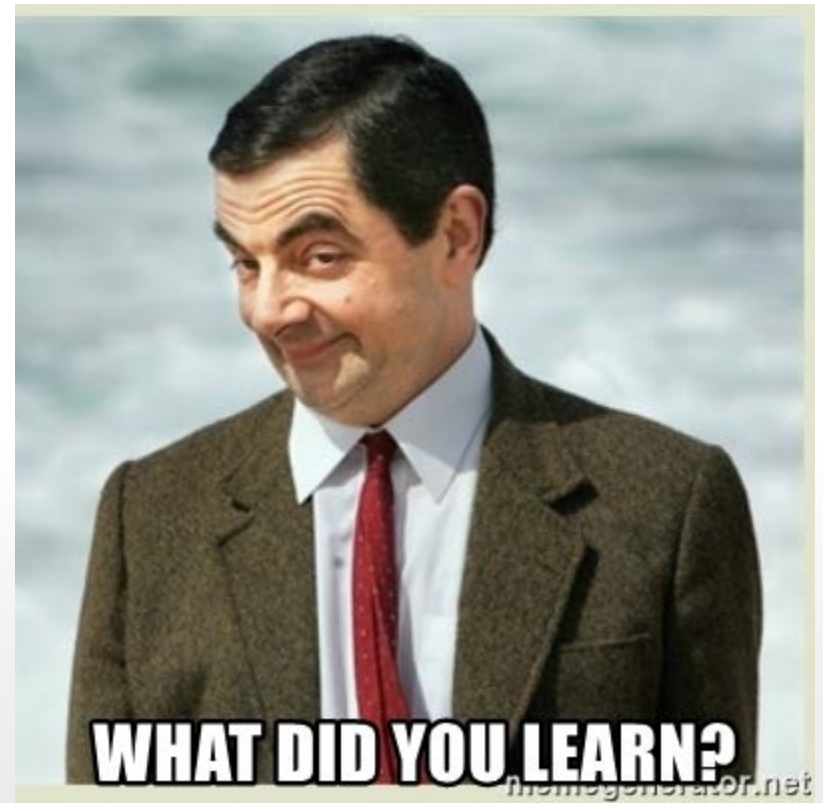
# Enrollment After EMP

- Total Enrollment for Fall 2017: 1,186
- Dual/Concurrent: 320: **+59**
- First-time Full Time: 190: **+30**
- Transfer: 84: **-1**
- Returning: 520: **-15**
- Re-Admitted: **-24**
- Unclassified: 72: **+29**



# Lessons Learned

- Big Committees are problematic
- Link the EMP to the College's Strategic Plan
- Realistic goal-setting
- History isn't necessarily a valid indicator-be careful with data
- Buy-in is everything
- Actions must be actual actions



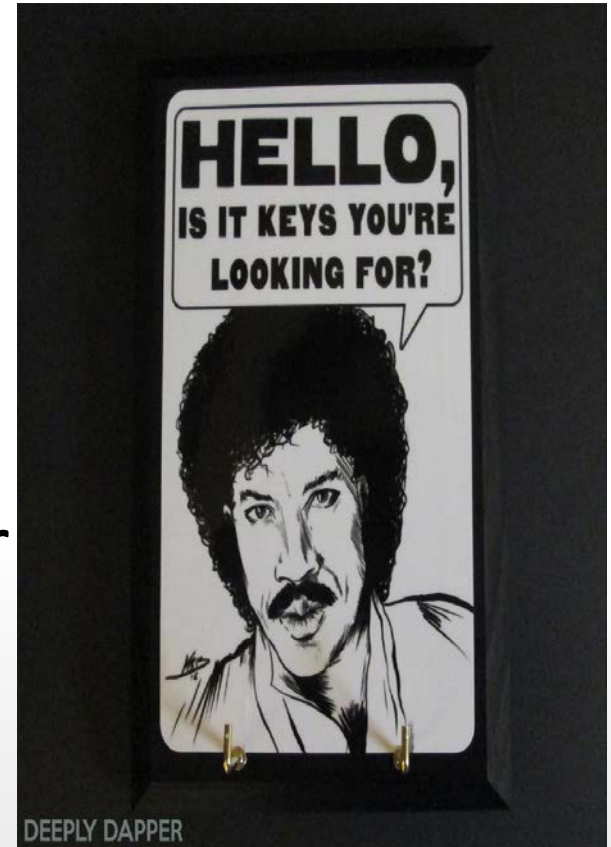
# Second Iteration Plans

- Two Committees: Access and Retention
- Strategic Committee Membership
- Committees will set priorities and goals
- Immediate implementation
- Oversight by committees
- Goals mapped to strategic plan and funding priorities
- All actionable items in achieving goals



# Key Takeaways

- Strategically choose a committee and let them drive the process
- Be realistic in goal-setting
- Use data with common sense
- Create real actionable plans and implement immediately
- Don't be afraid to modify and/or fail



# Questions?

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