SLCC PATHWAYS
Intake Process Redesign

COLLABORATIVE WORK TEAM

STRATEGIC ENROLLMENT MANAGEMENT (SEM)

Responsible for identifying process and systems barriers to student admissions, enrollment, registration and retention.

STRATEGIC PLANNING PROCESS

Year 1: Collaborative Work Team
Research and recommendations

Year 2: Collaborative Implementation Team
Recommendation implementation

President Approval
Final approval
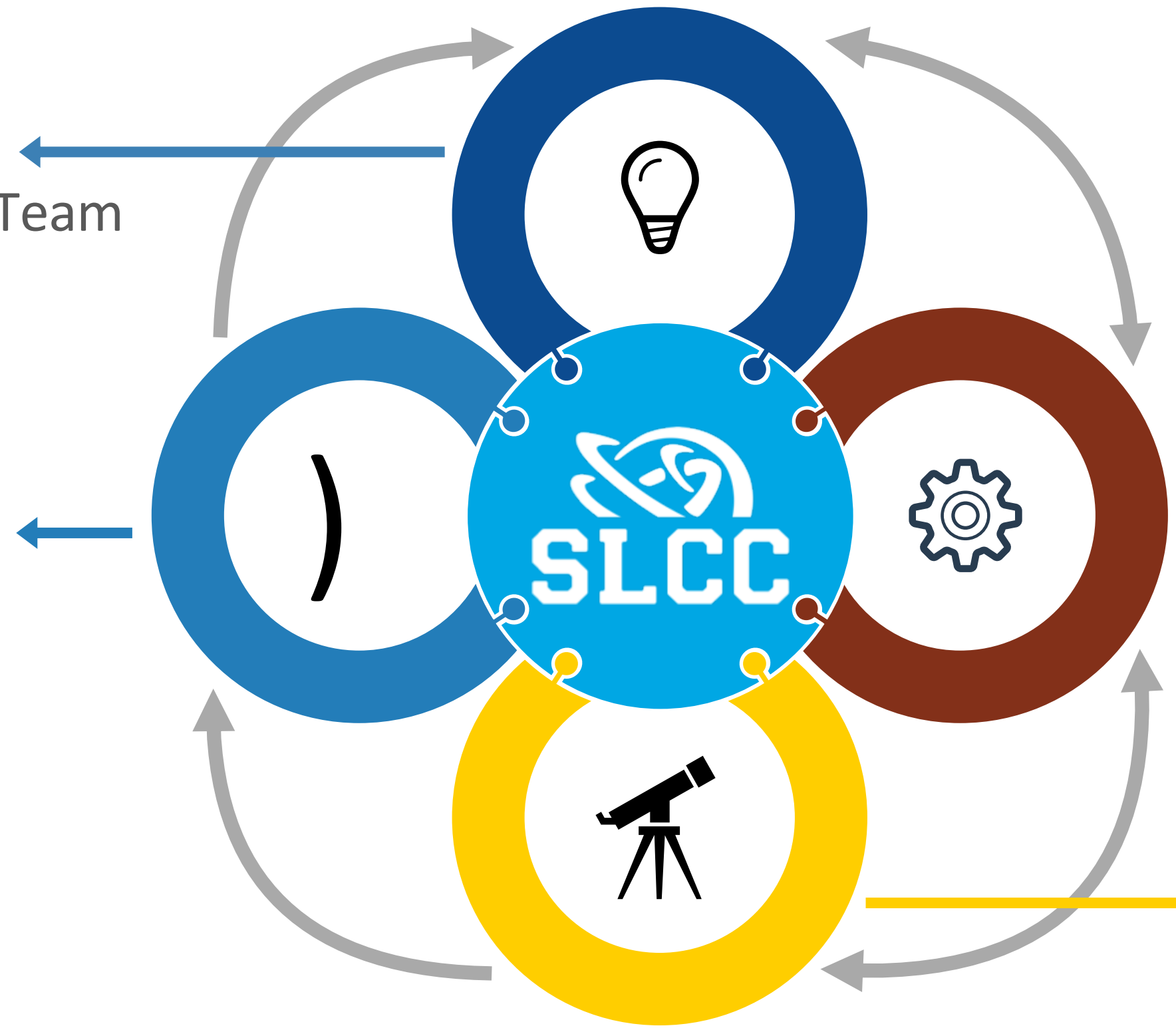
College Coordinating Council
Discussion and feedback

College Planning Council
Strategic approval and recommendations

SEM PROGRESS

STRATEGIC PLAN
2014-15

Pathway Initiative
introduced as part of SLCC
Strategic Plan.

PHASE I
2016-17

Recommendations created
for improving the SLCC
enrollment process.

IMPLEMENTATION
2017-18

Begin a phased
implementation of the
recommendations from
Phase 1.

STRATEGIC ENROLLMENT MANAGEMENT UNIT

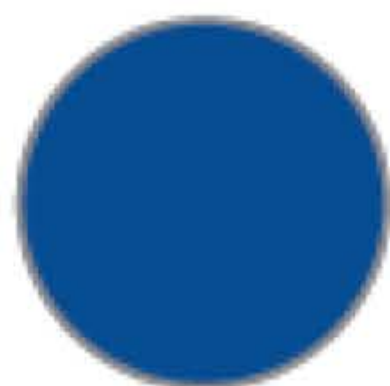RYAN FARLEY, KATE GILDEA-BRODERICK, MICHAEL NAVARRE

- Single, intuitive online application form

- MySLCC Luminus Portal for tracking/communication regarding enrollment status

- Remove 01 decision code (pending testing)

WELCOME TO SLCC!

1. COMPLETE APPLICATION

2. PLACEMENT

Do this and this

Do this and this
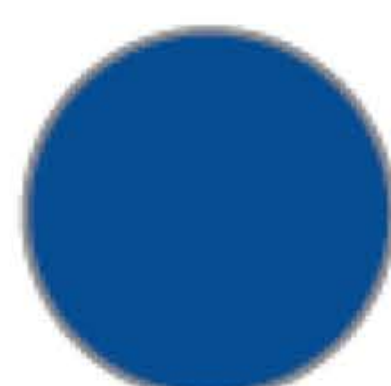
3. ORIENTATION

Do this and this

Do this and this

4. REGISTER

Do this and this

Do this and this

my**SLCC**

PAYING FOR **COLLEGE**

1. **COMPLETE FAFSA**
Do this and this

2. **CHECK SCHOLARSHIP OPPORTUNITIES**
Do this and this

3. **STIL OPTION**
Do this and this

4. **TUITION DEADLINES**
Do this and this

SLCC PROMI$E

We help pay for college. It's that simple.

Do this and this
Do this and this

Contact a Financial Aid Advisor: Michelle Obama
801-957-4154
michelle.obama@slcc.edu

ENROLLMENT MANAGEMENT UNIT TEAM

RYAN FARLEY, NATE SOUTHERLAND, TYLER HALL

Mechanism for submitting on financial aid and enrollment forms online

Perform in-depth process evaluation for Financial Aid, explore case management

Implement virtual student support process and system

Implement all scheduling recommendations for Fall 2018

What does Virtual Student Support Mean?

▶ More support services available for more students

▶ Stop requiring students to visit campus for support

▶ Extended & Saturday hours

▶ Easy to access

What has been done so far?

Research & Discovery

▶ Discover biggest hurdles for students

▶ Discover what services are currently available remotely

▶ Research comparable institutions nationwide to see what they're doing

▶ Cooperation between departments to improve the student experience

STUDENT LIFE UNIT

RYAN FARLEY, CURT LARSEN, RICHARD DIAZ

Redesign the online components of the new student orientation experience

Clarify the role and define the focus of FYE in student transition and retention efforts

INTAKE PROCESS REDESIGN
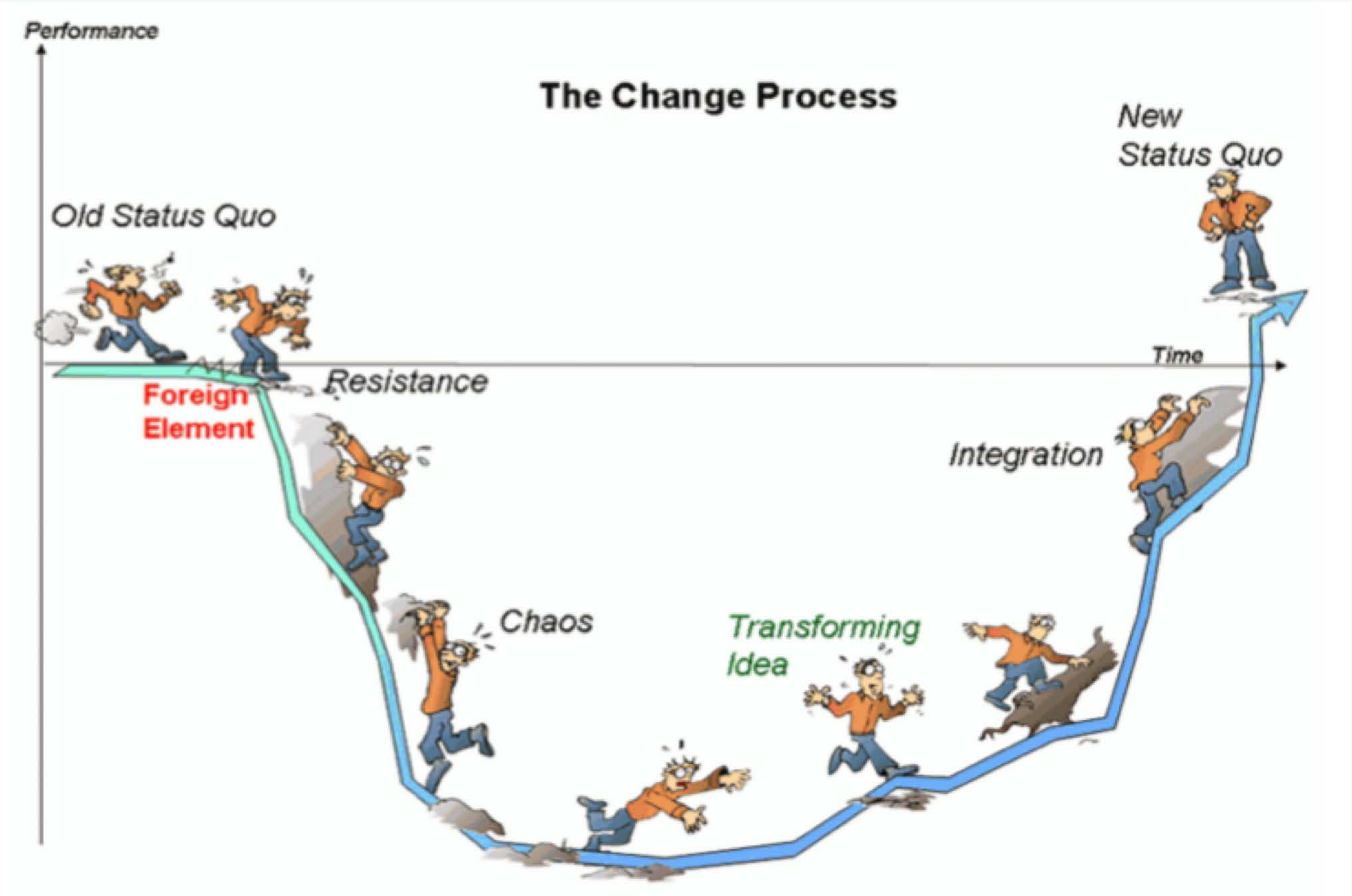
DEVELOP DESIGN PRINCIPLES GUIDELINES

MODEL ENROLLMENT CYCLE

FEEDBACK & COMMUNICATION

TEST, REFINE, & IMPLEMENT

CHANGE IS A PROCESS, NOT AN EVENT

PROCESS FUNDAMENTALS & COMPONENTS:

Business Process:
- **a sequence (or set) of *activities* (steps and decisions,)**
- **initiated in response to a *triggering event*, that**
- **achieves a defined *result* for each process stakeholder**

Triggering Event

End…

A ***business process*** –
a sequence (or set) of activities
(steps and decisions)

Final Results

…to end.
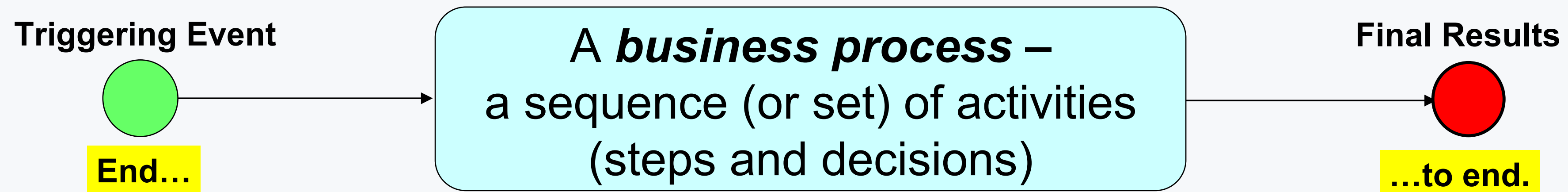
- **Three types of events:**
  - **Action (decision-based)**
  - **Temporal (time-based)**
  - **Conditional (data-based)**
- **A process may have alternate triggering events, of different types.**
- **The *earliest* triggering event**

- **Important processes are virtually always cross-functional**
- **May be a defined *sequence*, or a more ad hoc *set* of activities**
- **First, identify *"what"* it includes – Trigger, Results, Activities, Cases ("TRAC")**
- **Later, we map the process flow, adding *"who and how"***

- **Generally three types:**
  - **a service**
  - **a good**
  - **information**
- **The result (output) of a process is different than its objectives (performance targets)**
- **The *final* result**

Scope Defined, Core Processes Identified

"Some of our core processes are…"

the Recruiting process

the Admittance process

the Financial Aid process

the Academic Plan process

the Registration process

the Orientation process

the Application process

the Placement process
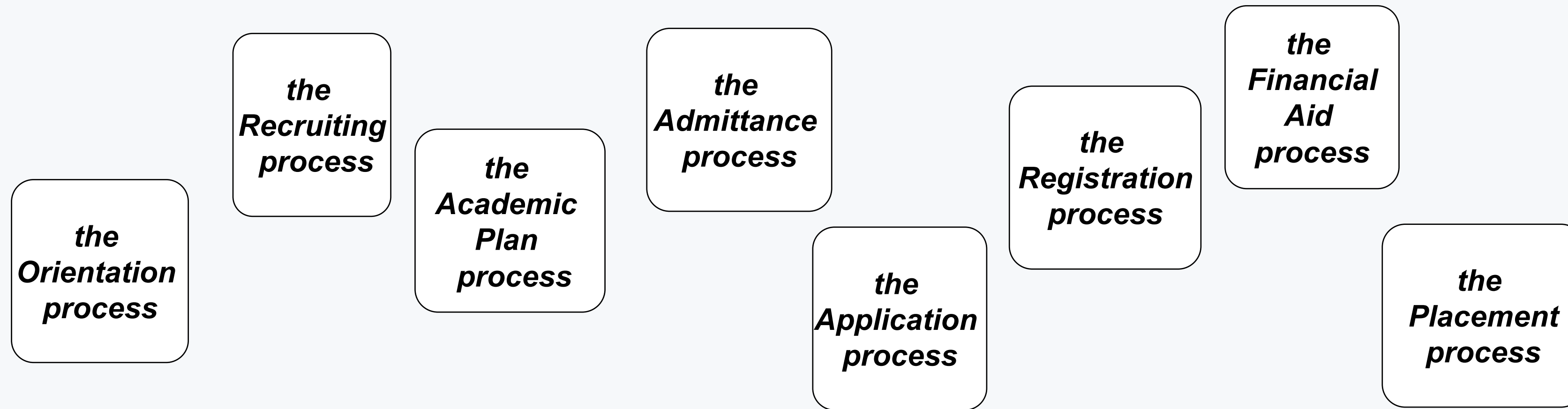
The end-to-end, cross-functional business process that eventually emerged…

Student Enrollment Cycle

| Recruit Prospect | Admit Student | Determine Student Placement | Complete Financial Aid | Develop Academic Plan | Complete New Student Orientation | Register Student in Classes |
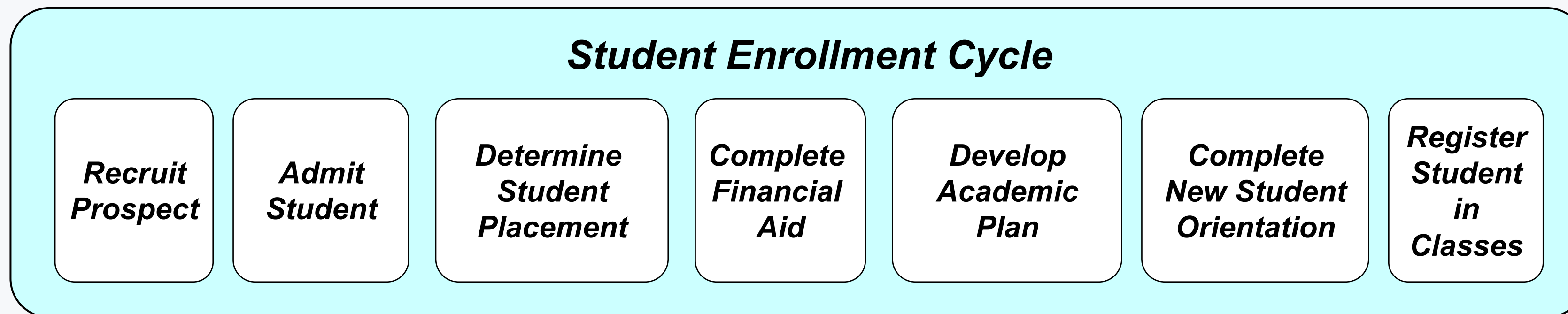
The Process Scoping Model in TRAC format

Student Enrollment Cycle

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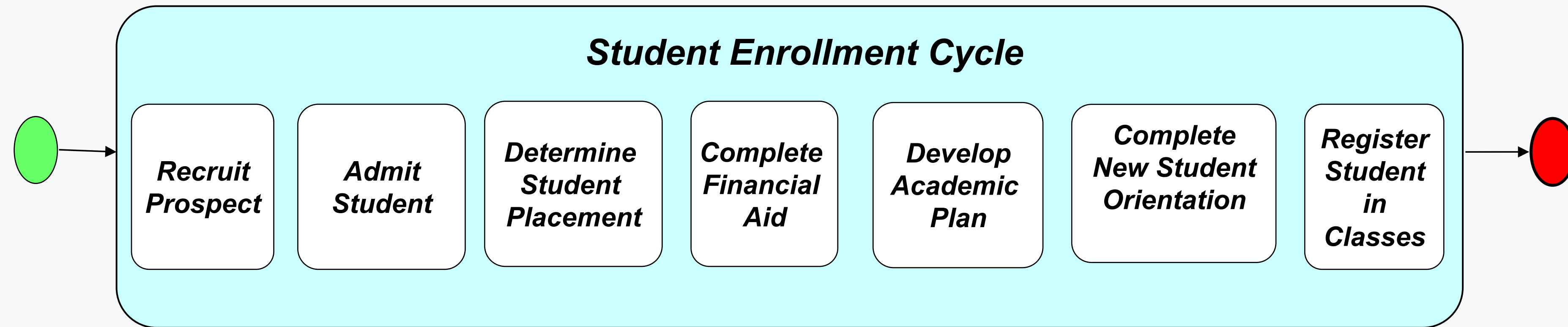
Triggering Events:
- Admissions targets prospect
- Prospect self-identifies
- ACT scores come in
- School Code on FAFSA
- Prospect applies

Cases:
- New Student
- Returning Student
- Transfer Student
- Concurrent Enrollment
- Early Enrollment
- International Student
- Deferred Admissions
- SATTS Student
- Workforce/Continuing Ed
- Guest Student

Final Results
Student is:
- admitted
- oriented
- registered
3rd week attendance, Counted in census

Augmented Scoping Model with Additional Details

Student Enrollment Cycle

Recruit Prospect	Admit Student	Determine Student Placement	Complete Financial Aid	Develop Academic Plan	Complete New Student Orientation	Register Student in Classes

- Identify Prospects
- Qualify Prospects
- Engage Prospect
- etc.

- Initiate Application
- Submit Application
- Collect App Fee
- Notify Student
- etc.

- Confirm High School
- Accuplacer Testing
- Verify Req'ts
- etc.

- Receive FAFSA
- Assess Need
- Determine Aid
- Award Aid
- etc.

- Meet with Advisor
- Map Area of Study
- Discuss Scheduling Alternatives
- etc.

- Campus tour
- One card
- Parking pass
- College resources
- Student Life
- etc.

- Identify Courses
- Create Class Schedule
- Register Classes
- etc.

There were typically 5 – 7 activities identified within each subprocess.

Identifying which functional area was responsible for each activity revealed the process is massively cross-functional …

A highly cross-functional process

Student Enrollment Cycle

Recruiting · Admissions · Financial Aid · Registrar · First Year Experience · Veterans Services · Athletics · DRC · ODMA · Academic Counseling · Student Services · Marketing and Comms · Child Care · Career Services · Academic Affairs · Pathway Departments · Student Employment · Information Systems · Ancillary Services

- Recruit Prospect
- Admit Student
- Determine Student Placement
- Complete Financial Aid
- Develop Academic Plan
- Complete New Student Orientation
- Register Student in Classes

Without explicitly addressing the end-to-end process:

- almost zero chance the student experience is positive
- very frustrating for the people doing the work
- the college will struggle to meet its goals

UNITS DOING THEIR BEST, BUT NOT IN SYNC

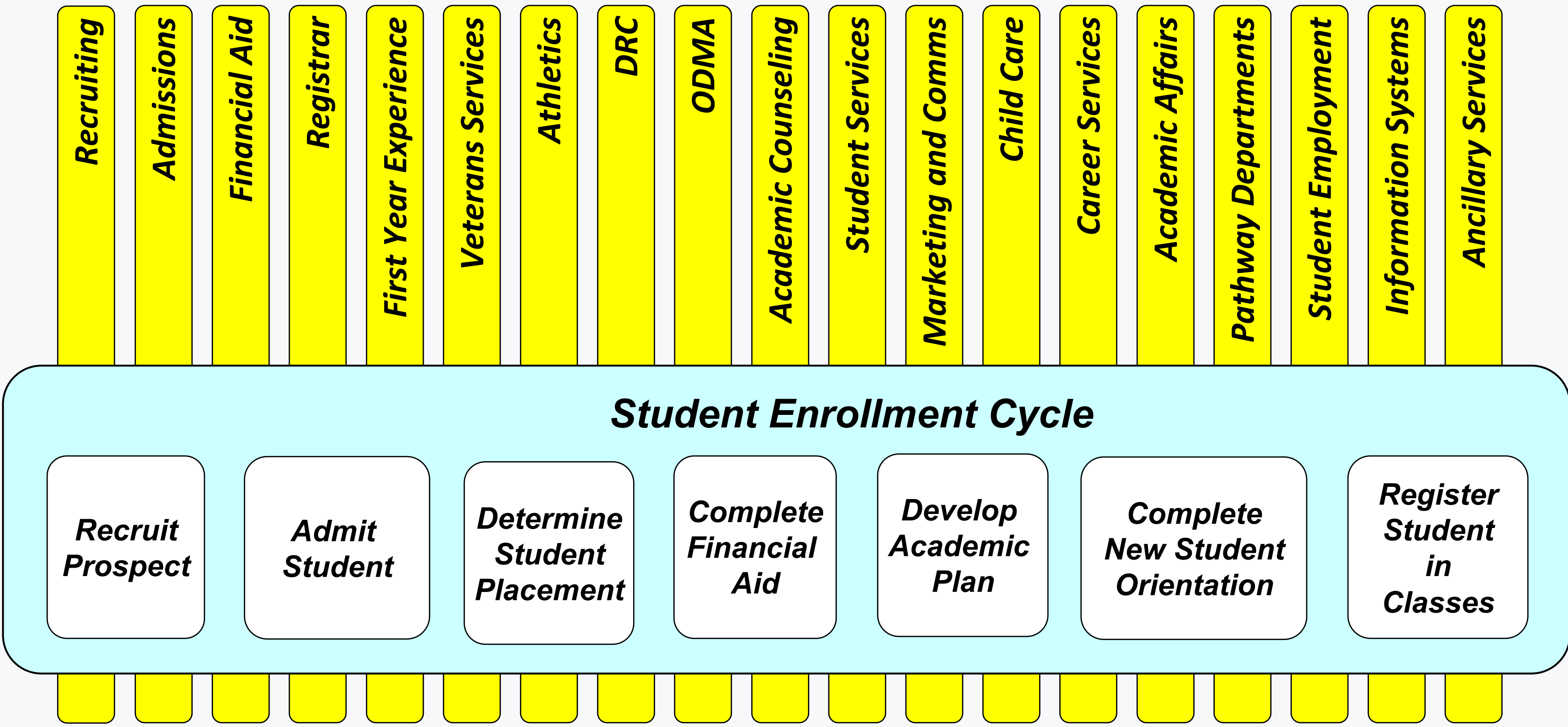Recruiting · Admissions · Financial Aid · Registrar · First Year Experience · Veterans Services · Athletics · DRC · ODMA · Academic Counseling · Student Services · Marketing and Comms · Child Care · Career Services · Academic Affairs · Pathway Departments · Student Employment · Information Systems · Ancillary Services

Student Enrollment Cycle

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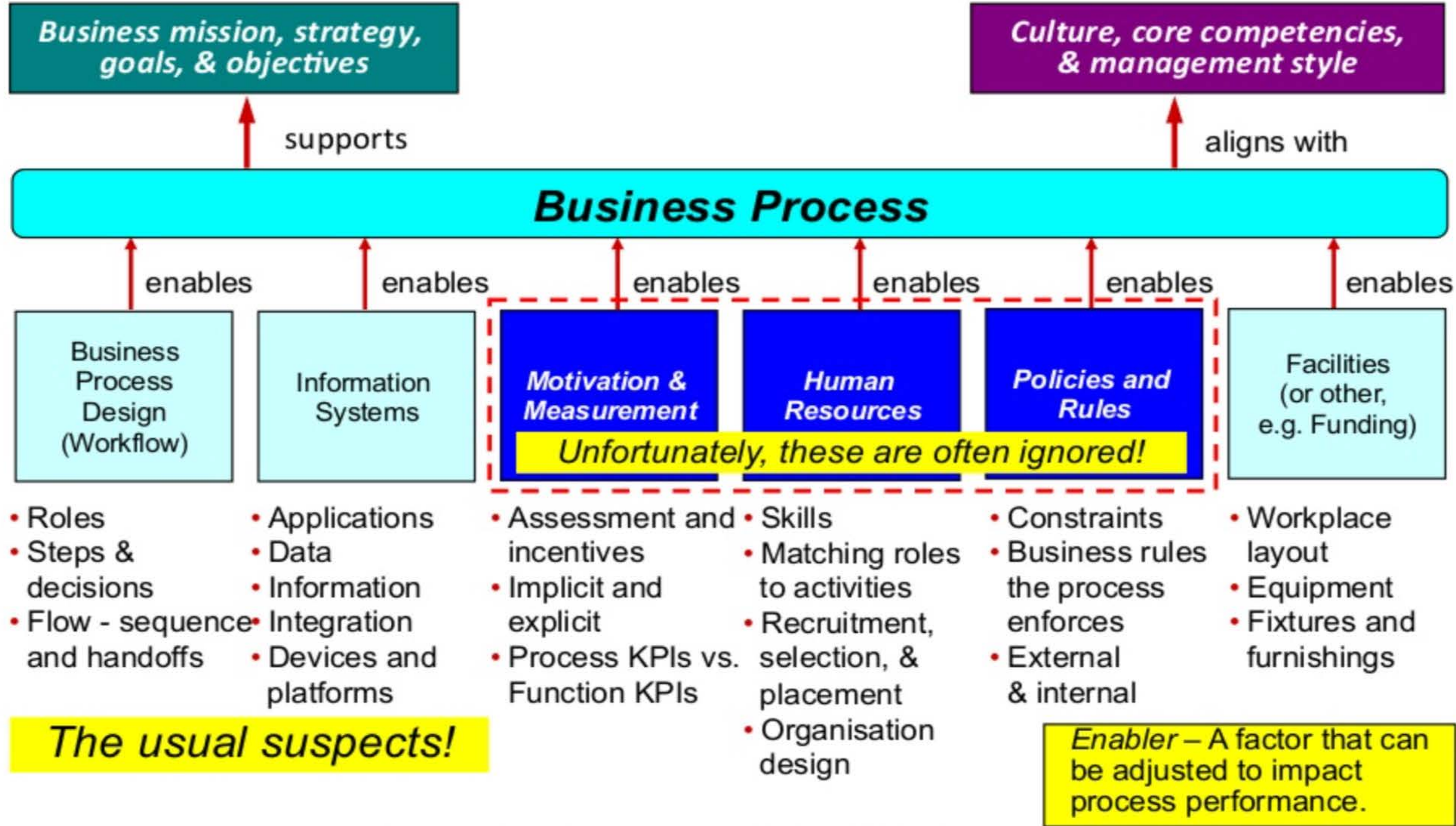
A key point:
Each function is continually optimizing its activities, but that __doesn't__ mean the end-to-end process is optimal.

Business Processes – Speed, Agility, Innovation

2) A holistic view for process analysis and design

Business mission, strategy, goals, & objectives

Culture, core competencies, & management style

supports

aligns with

Business Process

enables | enables | enables | enables | enables | enables

| Business Process Design (Workflow) | Information Systems | *Motivation & Measurement* | *Human Resources* | *Policies and Rules* | Facilities (or other, e.g. Funding) |

Unfortunately, these are often ignored!

- Roles
- Steps & decisions
- Flow - sequence and handoffs

- Applications
- Data
- Information
- Integration
- Devices and platforms

- Assessment and incentives
- Implicit and explicit
- Process KPIs vs. Function KPIs

- Skills
- Matching roles to activities
- Recruitment, selection, & placement
- Organisation design

- Constraints
- Business rules the process enforces
- External & internal

- Workplace layout
- Equipment
- Fixtures and furnishings

The usual suspects!

Enabler – A factor that can be adjusted to impact process performance.

INTAKE PROCESS REDESIGN RESOURCES

▶ https://slccbruins.sharepoint.com

▶ Input opportunities

▶ Detailed task timelines

▶ Meeting minutes & research documents