Strategic Enrollment Management (SEM) CWT – Updates

1. **Create a single, intuitive online application form**. The Enrollment CRM RFP and Business Requirements document were completed in early December and sent out to bid on December 15th. The bidding process closes January 31st, and a committee will evaluate and choose a vendor solution by mid to late February. To date we have 3 bids submitted and 16 vendors intending to bid. The single online application will be integrated within the upcoming CRM adoption.

2. **Provide a mechanism to complete and submit all enrollment forms online (including all financial aid forms.)** CampusLogic integration is under way, with a full "go-live" integration by summer term 2018. The majority of IT systems integration is complete. The upcoming weeks include a staff demo, trainings for both school administrator and student experience, marketing communication, and continued proofing and verifying in the testing environment.

3. **Prioritize investments to improve the online components of the orientation experience.** The new student online orientation has been created and distributed for testing/feedback beginning 1/29/18. Full roll-out for student use is scheduled for summer term 2018.

4. **Use the MySLCC Luminus portal as the centralized digital space for students to track and receive communications related to their enrollment status.** A group is meeting with Bob Turbyfill as project manager. Project framework is in place, with the next major milestones being enrollment services user stories and identifying the systems that will drive dashboard indicators.

5. **Remove 01 decision code (pending testing) from admissions and replace with 35 decision code (applicant acceptance), eliminating the requirement to test before admission.** Done.

6. **Perform an in-depth departmental process evaluation for Financial Aid in an effort to better understand current processes and explore more efficient alternative processes (such as case management).** As part of the CampusLogic implementation process, a series of meetings have been held to discuss current financial aid processes and whether they are still effective and efficient within CampusLogic/StudentForms technology. Cristi Millard and Michelle Walton will continue to hold this series of meetings through to full integration of CampusLogic for summer term 2018.

7. **Implement a virtual student support process and system (real-time online guidance/triage/advising, extended hours of availability, etc.)** Student success coaches transferred to the Contact Center and now report to Tyler Hall. Visits to UMUC and NOVA-ELI occurred in November, and additional research has been performed on Portland Community College, Miami-Dade, Ivy Tech, Rio Salado, and Maricopa Community College. Next meeting is scheduled to cover FERPA concerns and best practices that SLCC may employ.

8. **After class scheduling research is complete, use data to strategically schedule classes.** All scheduling study recommendations with the exception of the add/drop policy (a committee continues to work on this scheduling study recommendation) are on track for Fall 2018.

9. **Clarify the role and define focus of FYE in student transition and retention efforts.** Curtis Larsen, Kat Coquemont, Richard Diaz, and Ryan Farley are furthering the work that began with Clariteq Consulting. Process mapping is under way to clarify scope, first-year student definition, alignment with advising, core activities and professional development to support retention efforts.

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