

STRATEGIC ENROLLMENT QUARTERLY

SEM PLAN UPDATES



Winter 2024



Top News

WWCC Enrollment is **up up up** over last winter! What subject areas saw the largest gains?

Business - up 29 FTE
Diesel Technology - up 24 FTE
English - up 18 FTE
John Deere - up 17 FTE
FYE - up 15 FTE
Chemistry - up 14 FTE
Trucking - up 14 FTE
Psychology - up 13 FTE
CAP - up 12.5 FTE
Welding - up 11.5 FTE
Math - up 11 FTE
Medical Assisting - up 11 FTE
Education - up 10.5 FTE

Strategic Enrollment Leadership Council and Committees!

The **Strategic Enrollment Leadership Council (SELC)** has been hard at work over the last year writing our Strategic Enrollment Management plan and putting together infrastructure and tactics to continue building on our enrollment growth. This quarterly newsletter is one of our goals! ✓

Current members include: Lisa Chamberlin, Graydon Stanley, Sam Robinson, Tessa Kimball, Christy Doyle, Nick Velluzzi, Joshua Slepín, Melissa Rodriguez, and Lori Peterson.

Our committees include Recruitment, Onboarding, and Retention. **Want to join a SEM committee?** Reach out to SELC Chair, Lisa Chamberlin (lisa.chamberlin@wwcc.edu)

Thank you to guest contributors

Erika Bockmann, Melissa Rodriguez, and Sam Robinson!





OAR Puts the “Enroll” in Strategic Enrollment

When it comes to Strategic Enrollment, the Office of Admissions and Records (OAR) plays a very literal role in enrollment. From admitting students to the college to enrolling them in classes, OAR is continually looking for ways to streamline the enrollment process. Last year, OAR developed their vision statement: *To clear the path from application to graduation, providing seamless support for students, faculty, and staff.*

One area of focus for more efficiency is a student’s ability to complete their own enrollment transactions rather than filling out an add/drop form. Reviewing enrollments for Winter 2024, OAR processed 810 students add/drop requests (as of 1/10/24 and excluding DOC). By reviewing this data, OAR is able to gather insight as to why students are dropping their classes. With this information, OAR can identify opportunities for collaboration and create a better enrollment experience for our students.

Counting by Funding Source

Enrollment is calculated in different ways depending on how it is being used.

State-funded FTEs. State-supported courses are funded by a combination of legislative appropriation of state funds, plus student tuition.

Contract-funded FTEs. Contract-supported courses are funded by grants and contracts with external organizations. High school dual enrollment programs (for example, Running Start), college in prisons, and a portion of international student programs are the three largest programs in contract-supported.

Student or self-funded FTEs. These courses are funded entirely through fees paid by the students enrolled in them. Examples of student-funded courses are personal enrichment (Continuing & Community Education), parent education, and professional certifications such as human resources, project management and IT software. 2nd Chance Pell in Corrections Education are currently being counted in this category also.



Know the Target

2023-24 Target

**2% Increase in
State-Funded AAFTE**

To get our AAFTE number, we add up state-funded FTEs for all four quarters, and divide by 3. Our SEM plan 23-24 enrollment target was to end 2% higher than our budgeted enrollment projection of 1550. To achieve that, our AAFTE for 2023-24 would need to be 1611.

How It’s Going: Summer term we were down 12%. In Fall, we were up 9%. Our projection for Winter is to be up roughly 10%. With spring quarter enrollment still pending, we are approaching 80% of our target. This is definitely a good sign.

Based on what we are seeing, targeting improved offerings and marketing for Summer 2024 will set us up for success next year also!

Outreach Is A Strong SEM Partner

Collaborating with the Strategic Enrollment Leadership Council (SELC) as part of the Recruitment Committee has been an extremely valuable exercise for the Outreach Department. It provides us with a unique opportunity to document our recruitment efforts and to showcase those to a diverse committee with members from outside of our department. We get feedback from the group through fresh eyes. Working together, we identify areas for improvement and missed opportunities.

Through the process and using the framework we were provided, Outreach recalibrated and organized our approach to our work. Now, we better understand how our day-to-day tactics support overarching strategies and we can ensure alignment of our actions to our goals. Also, we won't lose track of the great ideas that arise from our meetings, because it is all recorded for all to see. Yay! Transparency! You can take a look at the strategies we are working on and follow along with our progress we set on the [SEM Dashboard](#) posted on the SELC webpage.

Creating the Strategic Enrollment Management plan has paved the way for more cohesive collaboration between all the subcommittees of SELC. We've established shared strategies, common target dates, and a common sense of ownership of the work. Working on SEM has not only streamlined processes but also fostered a collective commitment to transparency, collaboration, accountability, and a commitment to quality improvement.

2 Year Schedule - A Big Goal for Instruction

Our Strategic Enrollment goals aim to increase converting people who are interested in the College to actually enrolling, and to provide clear pathways for students to complete coursework while removing administrative barriers.

One of the ways we can make an educational pathway clearer is to develop and maintain a 2-year rotation (or schedule) of courses. For full-time students who wants to transfer, workforce students seeking to gain skills to enter the job market, or students attending part-time, a 2-year schedule allows them to make a plan that will help them achieve their post-WWCC goals in a timely and affordable manner. Working with their advisors, students will be able to develop a framework for their course completion. This is known to improve retention and persistence.

Additionally, the administrative benefits of developing a 2-year rotation of courses are plentiful. By planning ahead (rather than quarter to quarter), we are better able to prevent scheduling conflicts and ensure sequenced courses are offered when needed. This also helps to reduce the number of cancelled courses because we can use data to determine what classes to offer when. This will reduce the likelihood of courses that fulfill the same requirement competing with each other and one (or both) getting cancelled due to low enrollment. The 2-year rotation also helps faculty to plan their workload further out than just one quarter at a time. Having a 2-year rotation of courses reduces the time it takes each quarter to build the next quarter's schedule, which allows more time to thoughtfully address issues or changes that need to be made.