



CISCO COLLEGE

CISCO COLLEGE STRATEGIC ENROLLMENT MANAGEMENT PLAN

2019-21

2019 -2021 SEM Plan Summary

The Cisco College Strategic Enrollment Management (SEM) Plan establishes clear goals and measurable strategies for sustainable enrollment growth. The College seeks to accomplish student centered strategies and activities that will lead to successful completion of its enrollment goals by implementing and executing this plan. It is the intention that an additional result of this plan will be the development of an improved structure that will facilitate data collection and assessment. The plan will be evaluated each year to address changing student enrollment patterns, as well as the current and future employment and educational needs of the region, and for this reason the plan has been designed as a flexible and dynamic document. The evaluation of the plan may result in a redefinition of the enrollment goals and strategies, helping the College community consistently address enrollment needs.

2019-2021 Strategic Enrollment Plan

Goal 1. Maintain Recruiting Efforts

Strategies:

1.1 Strengthen connections with key constituents:

- High Schools
- Businesses and industries
- Cultural organizations

1.2 Continue to improve use of technology to track prospective student status through the following:

- Point of prospect
- Inquiry
- Application
- Testing
- Registration

1.3 Identify hidden prospects

- Generate prospects through dual credit partnerships (mail out Achievement Scholarship certificates to Abilene, Cooper, and Wylie High School students)
- Generate prospects from FAFSA / ISIR data
- Generate prospects from registration no-shows
- Generate prospects from list of stop-outs

1.4 Generate prospects from FFA and UIL events on campus

1.5 FAFSA nights/workshops

Goal 2. Set Sustainable Enrollment Growth Targets

Strategies:

2.1 Identify enrollment trends by student cohort groups; including:

- Athletes
- Non-traditional students
- Commuters, etc.
- Other target groups

2.2 Enrollment Targets 2019-2021

- For Fall 2019 focus on 2% increase (66 students) in total enrollment (from 3,374 to 3,440 = +2% increase)
- For Fall 2020 focus on 2% increase (60 students) in total enrollment (from 3,440 to 3,500 = +2% increase)
- For Fall 2021 focus on 2% increase (60 students) in total enrollment (from 3,500 to 3,560 = +2% increase)

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2.3 Monitor achievement of numeric enrollment / student retention

Goal 3. Programs and Pathways

Strategies:

3.1 Maintain academic “emphases of study” in the College catalog and on website

- Implement software (i.e. Acalog) for catalog maintenance

3.2 Manage course schedules strategically to accommodate student needs and demands

- Monitor course demand, respond to course request e-mails and add sections as needed

3.3 Conduct environmental scans to identify programs for development:

Goal 4. Strengthen Marketing Efforts (See SEM Marketing Plan)

Strategies:

4.1 Raise / Expand awareness and recognition of The College, its programs, offerings and events in high schools, the communities and individuals in the region

4.2 Identify general audiences

4.3 Identify media outlets appropriate for Cisco College (newspapers, local magazines / publications, television, radio stations, social media)

4.4 Use website to target potential students and the community

4.4 Produce marketing materials and paid advertising targeted specifically toward prospective students showcasing academic transfer, CTE, online, dual credit, programs etc.)

4.6 Carry out marketing plan in service area and other identified markets

4.7 Improve use of Press Releases to notify the public of accomplishments at The College, new program, partnerships

4.8 Community Sponsorships

4.9 Engage faculty and staff in marketing efforts to help maintain a consistent visual identity

Goal 5. Strengthen Advising Program

Strategies:

5.1 Continue improvement of cohort advising model program for advising students

5.2 Assign students to advisors/mentors (cohorts)

5.3 Implement mandatory advising

5.4 Advise returning students for fall during spring term

5.5 Widely communicate registration dates for registration “pushes”

5.6 Implement a Canvas training course (online & face-to-face) to prepare students to use the Canvas LMS

Goal 6. Increase Retention / Student Engagement / Student Involvement

Strategies:

6.1 Encourage stronger student engagement / involvement in campus activities

6.2 Promote student volunteerism (cisco.edu/volunteer)

6.3 Promote the activities of student groups such as PTK, Science Club, Wrangler Express, Student Government etc.

Goal 7. Procure Data for Analysis

Strategies:

7.1 Student Surveys

7.2 Program review data

7.3 Enrollment trend data

7.4 Course scheduling data

Goal 8. Implement Customer Service Improvements

Strategies:

8.1 Ensure that front desk attendants in Abilene are trained in admissions & financial aid system inquiries and processes

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8.2 Continued review and improvement of dual credit enrollment paperwork/process

8.3 Continued focus on response time

SEM Plan Strategy Responsibilities

This section of the 2019-21 SEM Plan addresses the divisions and departments **responsible** for each strategy. The SEM committee will **monitor** and **evaluate** the plan, which includes communicating what has been accomplished.

Goal #1 Maintain Recruiting Efforts

Strategies

1.1

1.2

1.3

1.4

1.5

Division / Department Responsibility

Recruiting, Dual Credit, Instruction

Recruiting, Student Services, IT

IR/Recruiter, Dual Credit, Program Directors
Counselors

Performing Arts (Debbie Baker, Brandi Terry,
Manny Martinez) / Recruiting

Financial Aid, Dual Credit, Recruiting

Goal #2 Set Sustainable Enrollment Growth Targets

Strategies

2.1

2.2

2.3

Department / Division Responsibility

SEM Committee, Instruction / Department Heads
Athletics, Student Services

IR / Student Services / SEM Committee
Instruction

Institutional Research / Student Services

Goal #3 Programs and Pathways

Strategies

3.1

3.2

3.3

Division / Department Responsibility

Instruction / Student Services

Instruction

Instruction / Enrollment Services / IR

Goal #4 Strengthen Marketing Efforts

Strategies

4.1

4.2

4.3

4.4

4.5

4.6

4.7

4.8

4.9

Division / Department Responsibility

Marketing / student services / Instruction

Marketing / student services / Instruction

Marketing / student services / instruction

Marketing / student services / instruction

Marketing / student services / instruction

Marketing / student services / instruction

Marketing / student services / instruction

Marketing / student services / instruction

Marketing / student services / instruction

Goal #5 Strengthen Advising Program

Strategies

5.1

5.2

5.3

Division / Department Responsibility

Academic Support Services / Student Services /
IT

Student Services (Academic Support)

Student Services (Academic Support:

Counselors, Advisors)

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- | | |
|-----|---|
| 5.4 | Student Services (Academic Support)
Assistance from Instruction |
| 5.5 | Academic Support Services (Counselors,
Advisors) |
| 5.6 | Student Services (Academic Support), Instruction
Director of Distance Education & e-learning |

Goal #6 Increase Retention / Student Engagement / Student Involvement
Strategies

Division Department Responsibility

- | | |
|-----|--|
| 6.1 | Activity Committees, Activity / Organization
Sponsors, Director of Student Activities |
| 6.2 | Activity Committees, Activity / Organization
Sponsors |
| 6.3 | Activity Committees, Activity / Organization
Sponsors, Director of Student Activities |

Goal #7 Procure Data for Analysis
Strategies

Division / Department Responsibility

- | | |
|-----|--------------------------------|
| 7.1 | Student Services / IR |
| 7.2 | Instruction |
| 7.3 | Student Services / IR |
| 7.4 | Instruction / Student Services |

Goal #8 Implement Customer Service Improvements
Strategies

Division / Department Responsibility

- | | |
|-----|--|
| 8.1 | Directors (Enrollment Services, Financial Aid) |
| 8.2 | Dual Credit / Student Services |
| 8.3 | Student Services (Deans, Directors) |

Enrollment Data

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3-Year Fall Enrollment Comparison 2016-2018

Campus	Fall 2018	% (+) (-)	Fall 2017	% (+) (-)	Fall 2016
Cisco	505	+6.32%	475	-4.04%	495
Abilene	1,408	-7.19%	1,517	-0.85%	1,530
Dual Credit	1,029	+14.33%	900	+2.27%	880
Online Only	432	+11.34%	388	+15.48%	336
TOTAL	3,374	+2.87%	3,280	+1.20%	3,241
SCH	30,646	+2.44%	29,915	+1.81%	29,382
Contact Hours	623,776	+1.76%	612,960	+3.33%	593,232

Data Source: Enrollment Services

Notes:

Cisco Campus – 2% growth in enrollment Fall 2016 to Fall 2018

Abilene Campus – 7.9% decline in enrollment Fall 2016 to Fall 2018

Dual Credit – 16.9% growth in enrollment Fall 2016 to Fall 2018 (**Strong Growth Trend**)

Online Only – 28.5% growth in enrollment Fall 2016 to Fall 2018 (**Strong Growth Trend**)

Total Enrollment – 4.1% growth in enrollment Fall 2016 to Fall 2018

Semester Credit Hours – 4.3% SCH growth Fall 2016 to Fall 2018

Contact Hours – 5.1% contact hour growth 2016 to Fall 2018

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Fall 2018 Enrollment Trend Data

Campus	Enrollment	Total Enrollment	% of Total Enrollment	# of Course Sections
Cisco	505	3,374	15% of total	149 (19.8%)
Abilene	1,408		42% of total	288 (38.3%)
Dual Credit	1,029		30% of total	185 (24.6%)
Online	432		13% of total	129 (17.1%) (total 751)

Fall 2017 Enrollment Trend Data

Campus	Enrollment	Total Enrollment	% of Total Enrollment	# of Course Sections
Cisco	475	3,280	14% of total	142
Abilene	1,517		46% of total	274
Dual Credit	900		27% of total	163
Online	388		12% of total	119 (total 698)

Fall 2016 Enrollment Trend Data

Campus	Enrollment	Total Enrollment	% of Total Enrollment	# of Course Sections
Cisco	495	3,241	15% of total	148
Abilene	1,530		47% of total	299
Dual Credit	880		27% of total	134
Online	336		10% of total	99 (total 680)

Fall 2015 Enrollment Trend Data

Campus	Enrollment	Total Enrollment	% of Total Enrollment	# of Course Sections
Cisco	508	3,305	15% of total	170
Abilene	1,661		50% of total	357
Dual Credit	793		24% of total	55
Online	343		10% of total	156 (total 738)

Fall 2014 Enrollment Trend Data

Campus	Enrollment	Total Enrollment	% of Total Enrollment	# of Course Sections
Cisco	500	3,564	14% of total	174
Abilene	1,895		53% of total	372
Dual Credit	836		23% of total	70
Online	333		9% of total	158 (total 774)

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Fall Enrollment Projection Scenario for 2019, 2020, and 2021

Fall Term	Unduplicated Applicants	Fall Applicants that enrolled	% Yield	Returners from Previous Fall	Non-Returners from Previous Fall	Summer or Spring Start	Total Enrollment	Transmitted Pell Projections
2018	3679	1429	39%	1214 (39%)	2066 (61%)	731	3374	1125
2019	3753*	1426*	38%	1248* (37%)	2126* (63%)	763*	3437*	1237*
2020	3828*	1454*	38%	1272* (37%)	2165* (63%)	762*	3488*	1256*
2021	3904*	1483*	38%	1291* (37%)	2197* (63%)	776*	3550*	1278*

*Projections are based on the assumption that the applicant yield rate as well as the retention rate remain constant

Table # 1 (2% Growth Model)

Items marked with an "*" are projected numbers based on recent enrollment trends and a **2%** increase in the number of unduplicated applicants each year beginning with fall 2019.

Fall 2019 Enrollment Projection

Fall 2020 Enrollment Projection

Fall 2021 Enrollment Projection

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Fall 2019 Enrollment Projection 2% Annual Growth Model

Campus	Enrollment	Total Enrollment	% increase from previous fall term
Cisco	515	3,437	+1.8%
Abilene	1,443		
Dual Credit	1,031		
Online Only	447		

Fall 2020 Enrollment Projection 2% Annual Model

Campus	Enrollment	Total Enrollment	% increase from previous fall term
Cisco	523	3,488	+1.5%
Abilene	1,465		
Dual Credit	1,046		
Online	453		

Fall 2021 Enrollment Projection 2% Annual Growth Model

Campus	Enrollment	Total Enrollment	% increase from previous fall term
Cisco	532	3,550	+1.8%
Abilene	1,491		
Dual Credit	1,065		
Online	461		

Total Growth Fall 2018 to Fall 2021 (2% Annual Growth Model)

Campus	Enrollment	Total Enrollment
cisco	+5.3% or +1.8% per year	+5.2% or +1.7% per year
Abilene	+5.9% or +1.9% per year	
Dual Credit	+3.5% or +1.2% per year	
Online	+6.7% or +2.2% per year	

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