Student Services Organizational Updates (Ch-Ch-Changes)

September 2022

Recruitment & Outreach (New Students)

- Build out Territory Management strategies
- Fortify enrollment funnel
- Off-campus recruitment, on-campus & virtual recruitment events
- Follow-up and manage enrollment funnel
- Develop educational partnerships/relationships with HS, communities, and key stakeholders

Outreach & Communications

- Support recruitment activities related to strategic communications management
- Build out and manage CRM
- Create, execute and manage high-touch communication campaigns
- Develop promotional materials
- Support the implementation of appropriate content to be utilized across various platforms that would include social media, video and web.
- Manage SS website efficacy

Student Support Services

- **Mental Health Services**
- **Disabilities Services**
- **Accommodations Support**
- **Drug and Alcohol Abuse Prevention Program (DAAPP)**
- **Campus outreach, education, training, and events**

Student Support Services

- **Wrap-Around Services**
- **STEP Program**
- **Benefits Navigation**
- **Student Basic Needs**
- **Wellness Center**

Academic Advising

- **Director of Advising & Title III**
- **Associate Director of Advising**
- **Academic Advisor**
- **Academic Advisor**
- **Bilingual Student Success Navigator**
- **Bilingual Tutoring & Mentoring Services Coordinator**

Academic Advising

- **Proactive Advising**
- **Guided Pathways - Pathways Establishment**
- **Retention-based Modeling**
- **Equitable Access, Experience, & Success**
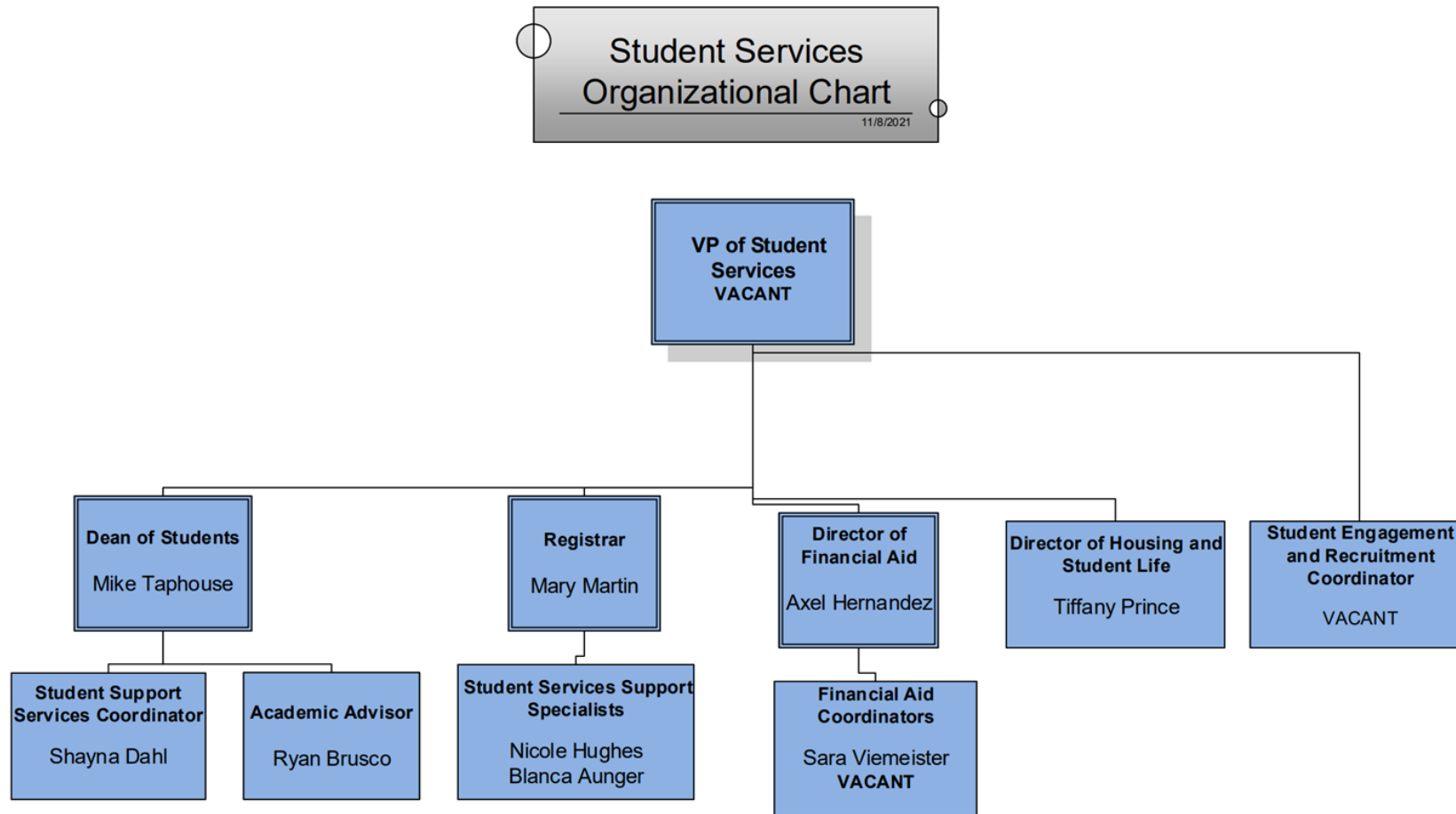- **Promoting Access to Student Success (PASS)**

Student Services Division
Recruitment & Outreach Vision

Columbia Gorge Community College

April 2022

SS Organizational Chart – 1/1/2022

CURRENT CONDITIONS

❖ **No viable recruitment arm of the SS organizational makeup**

❖ **Questionable continuity of operations – leadership disruptions**

❖ **Decentralized and potentially disconnected or competing recruitment and yield efforts between SS and IS**

❖ **Underdeveloped plan to support life-cycle: recruitment to enrollment and beyond**

❖ **Technology Barriers**

❖ **Underdeveloped plan to support life-cycle: recruitment to enrollment and beyond**

❖ **Growth opportunities in the areas of data-driven decision-making**

❖ **Staff – Morale, Potential**

"It is far better to light the candle than curse the darkness."

W.L. Watkinson

Student Services Strategic Planning Process

Student Services Framework for Excellence

- **Student Experience**
  - **Explicit Expectations**
  - **World-Class Service**
  - **Personalized Support**
  - **High-level Engagement**

- **Community Impact**
  - **Consistent Outreach & Awareness**
  - **Workforce & Economic Development**
  - **Partnerships**
  - **Foster Innovation**

- **Operational Excellence**
  - **Leverage Resources**
  - **Foster Innovation/Growth Mindset**
  - **Fiscal Responsibility**
  - **Challenge Status Quo**

- **Employee Development**
  - **Talent Investment**
  - **Career & Professional Development**
  - **Leadership**
  - **Growth Mindset/Lifelong Learning**

New Student Outreach – Enrollment Funnel

Prospects

Inquiries

Applicants

Commitments

Enrollments

Student Services Approach

- *What do you want students to know?*

- *What do you want students to be able to do?*

- *What values do you want to instill in students?*

Improve Essential Technology

- **Invest in CRM Technology**
  - **REACH by Anthology**
    - **Establish Database/Repository**
    - **Systematize all New Student Contacts**
    - **Run all Comm Flow and Ad-hoc Communications**
    - **Connect to Existing Institutional Software**
    - **Create new professional role profiles**

- **Enhance Website User Experience**
  - **New Website (relaunch)**
    - **Wayfinding**
    - **Limit Clicks**
    - **Curate a Prospective Student Experience**

- **Establish Online Interface Efficiency**
  - **Automation**
    - **Appointment Registration**
    - **Event Registration**
    - **Housing Process**
    - **Virtual Student Life**

Outreach & Communications

- **Move Marketing into SS (Marketing & Communication)**
- **Hire and Support New Recruitment Personnel**
  - **Associate Director of Recruitment**
  - **Admissions Recruiter/Advisor**
- **Create Sourcing Model(s)**
- **Create Inquiry & Applicant Comm Flows**
  - Segmentation, personalization, diverse delivery methods
  - Invest in new non-digital marketing materials
  - Incorporate Text Messaging
- **Re-design a Recruitment Territory Management Strategy**
  - Reorganize database
  - Reinvest in High School relationships
  - Reinvest in 10,000 square mile Service Area

Create Applicant Yield Strategy

- **Review & Refine User Experiences – Application Process**
- **Review & Refine "Next Steps" Communications**
- **Create Application Portal**
- **Install Yield Events**
- **Orientation**
- **Build Master Comm Flow**
  - **Process-driven vs. Student Experience-driven**
  - **Expectations vs. Simplicity**
  - **Academic program segmentation**
  - **Digital vs. USPS**

Additional Points of Interest

- **Integrate Dual Enrollment into Recruitment Efforts**
  - o **Coordination with IS**
  - o **Streamline communications - maximize messaging, decrease redundancy**
  - o **Integrate Recruitment efforts intentionally**

- **Scholarship and Aid policies and Access points**

- **Partnerships with IS - New Program Marketing**

- **Title III Influence & Fortification Opportunities**

6-Month Timeline: IMPACT FALL ENROLLMENT

- Train Associate Director of Recruitment
- Re-position Marketing – Create Outreach Materials
- Gorge College & Career Expo (4/22)
- High School Group Visits to CGCC – May & June
- High School Visits – Visit Schedule
- On-Campus Open House Event
- Specific Program Marketing: Limited Entry, New Programs
- Strategic Enrollment Communications for Current Students
- Assess, Assess, Assess