

# CCC SEM Planning – Report

## Visit 1 Debrief – January 29, 2008

The focus of our first meeting with the AACRAO SEM consultants was “recruitment and technology infrastructure”. A packet of institutional materials and primary recruitment items were sent to our consultants (Bob Bontrager and Christine Kerlin) prior to the first visit for their review. Bob and Christine met with the following groups during Visit 1:

- Project Lead team
- Expanded Presidents Council
- Outreach, Academic Advising, Testing, Counseling
- Prime Time Enrollment Strategies Team
- Enrollment Services teams
- Marketing and Public Affairs

An overview of SEM was presented through PowerPoint to each of the groups that Bob and Christine met with. They also shared some initial observations and recommendations as follows:

1. We are unique in our way of collaborating and working together. According to Bob and Christine, this is often a first hurdle for many of the organizations they have worked with and they expressed that this will very much support our success in SEM planning.
2. Being the “least expensive” community college in the state may not be working to our advantage or helping our students. Bob and Christine expressed concern that while we have kept our tuition rates low, there has most likely been a trade off for this in terms of our ability to maintain or re-invest in the infrastructure needed to best recruit and then support students.
3. We are data “challenged”. While Bob and Christine acknowledged our pre-visit institutional data reports as “above average” they expressed concern that we do not have the ability to routinely draw out simple data for analysis and/or have the ability to do trend analysis across the institution at multiple levels. This is needed in order for us to be more informed about and strategic with our enrollment management efforts.
4. Staff are “Time and Datatel challenged”. As Bob and Christine were meeting with the different work groups during Visit 1, there were two reoccurring themes that emerged. First, staff have become quite good at reacting/responding to new or “just in time” initiatives that come their way. However, this takes a toll on staff and resources over an extended period of time. Secondly, while CCC is investing this year in Datatel audits and training, staff are constrained for time to implement the new and good things they are learning.
5. The Prime Time Team have been doing some very good work. Bob and Christine were impressed with the strategies and activities that our Prime Time Team has been doing since early Fall term. They agree with us, that for some of our activities, it will be difficult to know if our efforts truly affected enrollment.

## Next Steps:

Our second visit with Bob and Christine will take place on February 14 and 15. The focus this time will be “retention and academic support”. Since our time was cut short during their first visit due to the snow day, we have agreed that they will also be spending some additional time with several of our recruitment groups and taking another look at technology. Deliverables for Visit 2 include:

- Presentation of Visit 1 observation/recommendations report at the VP Meeting
- Meet with centralized and decentralized recruitment areas
- Meet with Project team and others to discuss retention efforts
- Meet with Datatel student module users and IT staff

## Questions/Concerns/Suggestions?

*Presented to Presidents Council – 02/05/08*