

Enrollment Management

“It’s Not My Job, It’s ***OUR*** Job”

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Who Are We?

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- BOWLING GREEN STATE UNIVERSITY
- Bowling Green, Ohio (30 minutes south of Toledo)
- 20,000 students (Two Campuses)
BGSU main campus in Bowling Green
BGSU Firelands campus in Huron, OH
- Public 4-year state (tolerated) supported



BGSU Headcount/Retention History

• Fall 2011	19,994	TBD
• Fall 2010	20,222	72.1%
• Fall 2009	19,764	76.7%
• Fall 2008	20,228	74.5%
• Fall 2007	20,684	73.3%
• Fall 2006	21,132	76.0%
• Fall 2005	21,071	76.1%
• Fall 2004	20,975	79.1%
• Fall 2003	20,361	77.8%
• Fall 2002	20,480	74.1%



EM = Recruitment + Retention

Nobody thinks Recruitment is their job

That's what Admissions is for
"Retention is **EVERYONE's** Job"

Translates to:

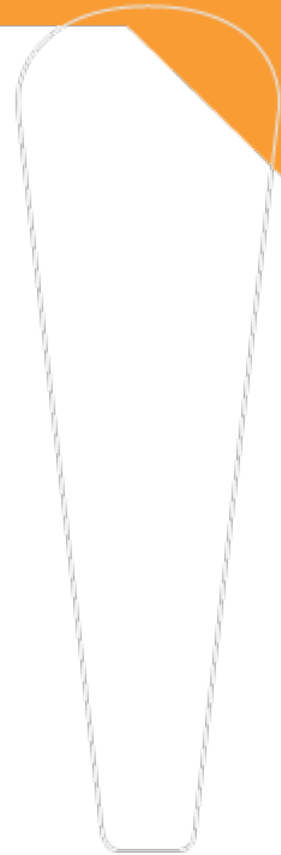
Retention is **NOBODY's** Job
...because, *surely*, **SOMEONE ELSE**
is working on it, ...right?

Enter...

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The Retention Task Force

- 1) Research the problem
- 2) Define the terms
- 3) Identify the culprits
- 4) Make recommendations
- 5) ... File



New VP for Enrollment Management

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What he found:

- Good people, working hard
- Taking care of business
- Noses to the grindstone, or
- Paddling their own canoes,

faster, and faster, and faster...



What he did:

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- Built a
Strategic Enrollment Management TEAM
- Taught us how to **row CREW**



Strategic Enrollment Management Team (SEMT)

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Admissions

Registration/Records

Advising Services

Distance Learning

Student Employment

Orientation/FYP

Student Money Mgmt

Financial Aid

Grad Admissions

Tutoring Center

Transfer/Non-Trad

Career Center

Educ Tech K-12

SECC



Advising Structure at BGSU

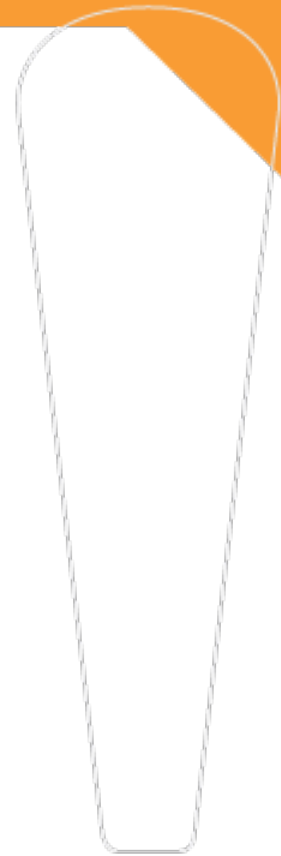
- Six colleges each with an advising office
- Office of Advising Services serving three populations
 1. Pre-Major advising
 2. UPAS (University Program for Academic Success)
 3. PSEOP (Post Secondary Enrollment)

Connecting the Advising Dots

- **SAC** (*Senior Advising Council*)
 1. Seven college advising directors
 2. Opportunity to change policy
 3. Chaired by Vice-Provost for Academic Affairs
- **UASC** (*University Academic Support Council*)
 1. Rank and file advisors from each area
 2. Program advisors (Honors, Athletics etc.)
 3. Opportunity to provide feedback for SAC

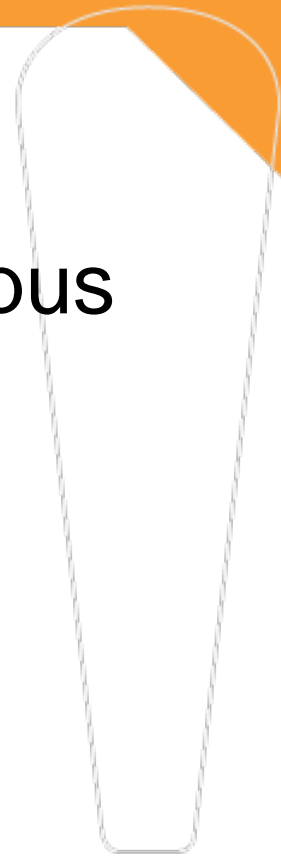
We collaborate extensively

- Office of Admissions
- Orientation and First Year Programs
- College Advising Offices
- BGSU Learning Commons
- BGSU Career Center
- Student Enrollment Communications Center



Office of Admissions

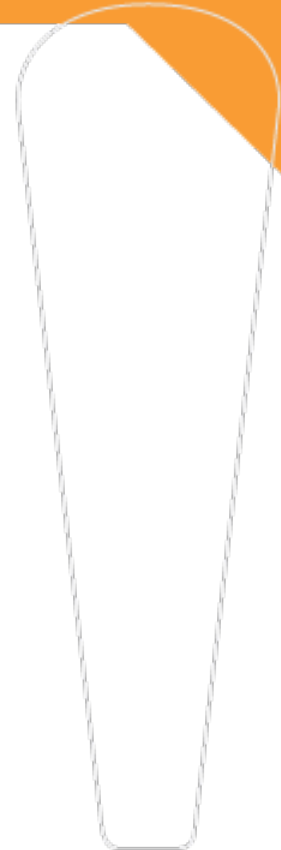
- Falcon Fridays
- Presidents' Day – our largest on-campus recruiting event
- Bringing BGSU 2 You
- Advising updates to Admissions staff
- Honors recruiting event



Orientation & First Year Programs

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- First Year Success Series
- College presentations during NSO
- Opening Weekend activities:
 - “Get With the Program”
- Orientation Phase II presentations

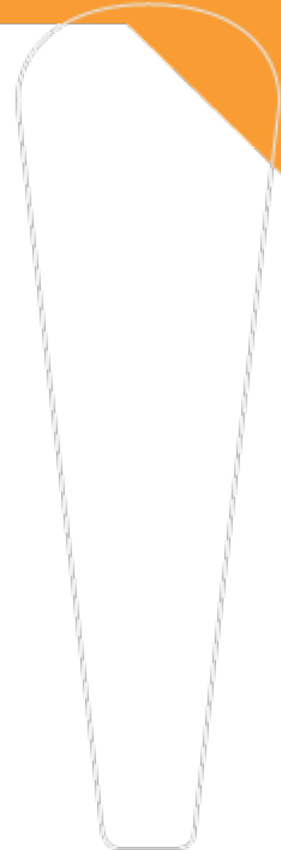


College Advising Offices

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- Transfer in/out process
- Course substitution issues
- Specific student issues/concerns
- PMA training process
- Working with the program areas
- Course Access Committee
- Academic policies review

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The Learning Commons

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- Use the Learning Commons space for new student orientation advising appointments
- Referrals for tutoring
- Data reporting student usage
- Stats on usage by course
- End-of-semester summary data



Career Center

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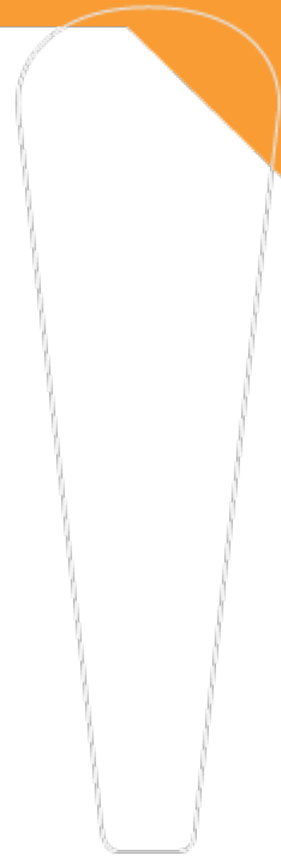
- Joint presentation “Major Decisions, BIG Future” at Admissions recruiting events
- Counsel students toward online career-assessment (FOCUS) prior to meeting with career staff member
- Themed programming for undecided students

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- Referrals from the center
- Facebook chatter
- Live Chat questions
- Early Alert/Mid-Term grade reports
- Data/feedback from call campaigns
- Pilot projects from Retention Initiative



Current Retention Initiative

- Teresa Farnum & Associates
- The Targeted populations
 - First-time, Full-time student
 - Undecided Students
 - Students with Financial Issues
 - Most students (overall student experience)
- Overall goal 80% fall-to-fall retention

Student Enrollment Communication Center



SECC Components

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Call Center

- Sunday – Thursday, 3:00-8:00pm
- 20 stations, 40 student callers
- ~ 800 calls per night
- **Recruitment calls (Admissions, et al)**
 - Reception Invitations
 - Admitted: Welcome
 - Honors Scholars
 - Completed Not Submitted
 - Visited Not Yet Applied
 - President's Leaders Acad



SECC Components

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- Retention calls
 - Early Alerts/Progress Reports (**Colleges**)
 - Continuing Non-Registered (**Registrar**)
 - Unpaid Bills (**Bursar**)
 - Student Financial Aid messages (**SFA**)
 - Freshman “Welcome” calls from
yourFellowFalcon (**FYP**)

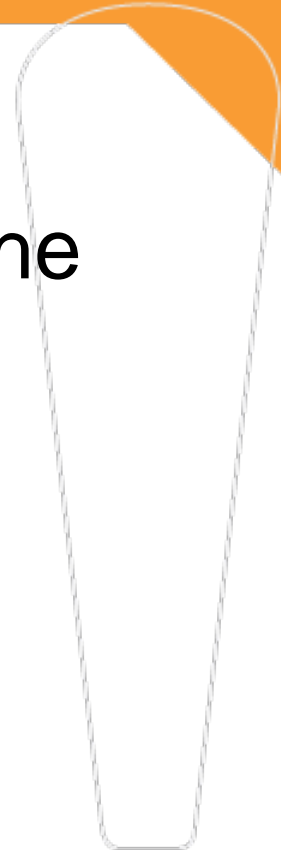


Feedback from Calls

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What we learned:

- Students don't know if they received the postcard
- Students "don't DO email"
- Students don't listen to their voicemail messages – they just call back



facebook

Where they *LIVE*

We created:

- Cohort pages – **BGSU Class of...**
... 2013, 2014, 2015, 2016, 2017
- BGSU Parents page

We collaborate with Alumni office to connect current students with successful graduates



Class of 2014: (Fall 2010)

- 65% of incoming class
- 21,000 visits in 1 week

Class of 2015: (Fall 2011)

- Over 90% of incoming class
- 78,000 visits in *1 week*
- Almost 3/4 million views in August

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SECC's Unique Position

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We SEE:

- Messages from all over campus:
Bursar, Financial Aid, ResLife, Orientation, Colleges,
Registration, Admissions, Health Center, Advisors
- Real-time reactions from students:

SURPRISE! *confusion*

Anger

Questions

Frustration

Gratitude

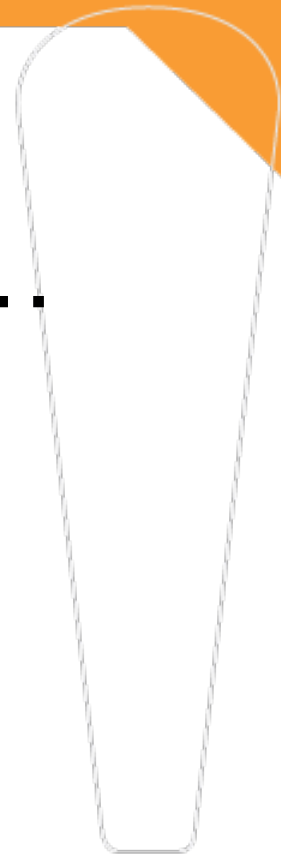
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We SEE:

The need to work TOGETHER...

But ...**HOW?**



The EM Team

Works together, *interdependently*

WE believe **Enrollment Mgmt is OUR Job**

But what about those outside our unit?

Retention Task Force/Top-Down Mandate:

...How's that workin' for ya?

We reach out

H O R I Z O N T A L L Y



Creating Buy-In

(My secrets)

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- SECC works *with* all other units to solve problems from the *students'* perspective
- We have the ~~FEEDBACK~~, the **reactions**, and the **data**...
 - We play *nicely* in all sandboxes
 - We call the meeting, we set the agenda
 - WE OFFER HELP

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One Problem:

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Continuing students who are eligible to register for the next semester...

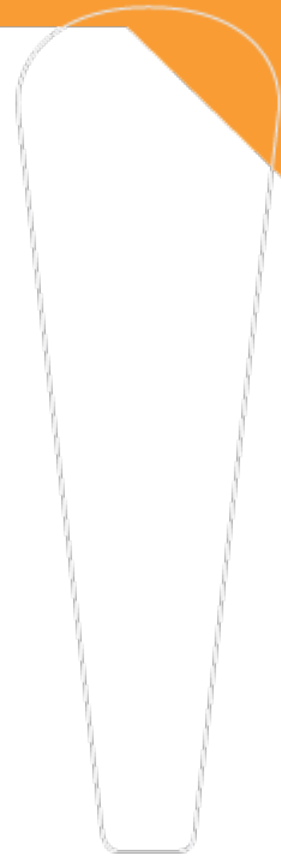
Don't.

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“Continuing Non-Registered” Campaign

- Coordinate for the colleges: Call campaigns to *thousands* of students
- Gather data:
 - Not returning
 - Needs help
 - Internship
 - Personal
 - Stopping out
 - Waitlisted
 - Financial
 - Academic ...etc.



Continuing Non-Registered

Close the loop:

- Results go to colleges, sorted by response
- Advisors have *manageable* numbers of *targeted* students to contact
- Data goes to Institutional Research
- Reports are shared with Deans and Administration

Problem:

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Incoming students receive messages from many offices across campus

(Some are clear...

Some are muddy...

Some are *contradictory*)

...and are expected to navigate a variety of platforms in the process of enrolling.

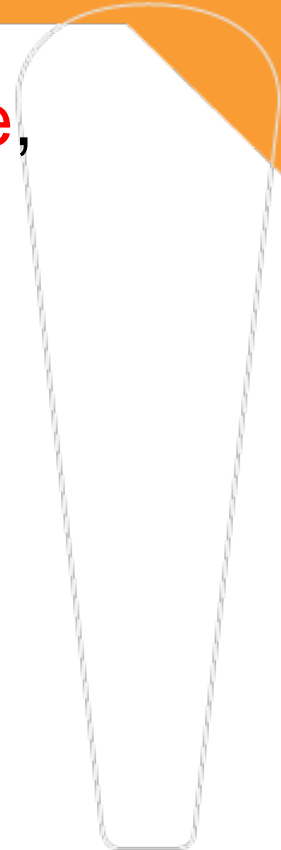


Comprehensive Communication Plan

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Committee: Bursar, Financial Aid, ResLife, Orientation/FYP, Registration, Admissions, Student Employment, Student Money Management

- Coordinated messages to form one continuous, coherent, sequential flow
- Created a “Glossary of Terms”
- Developed SCREENRs for key items



SCREENRS

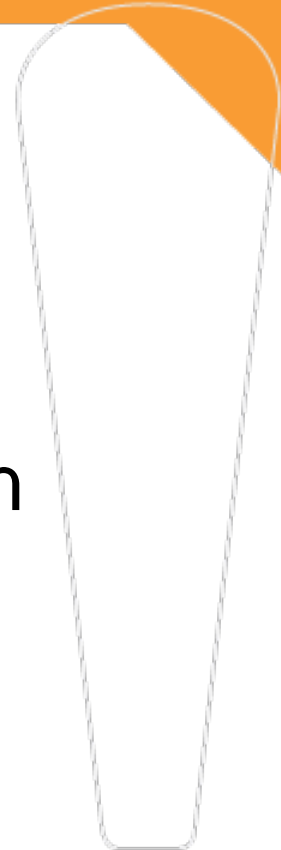
(Best Tip of the Conference)

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SCREENR.com – mini-video tutorials

How to:

- Register for classes
- Sign up for the Installment Payment Plan
- Check your Early Alert status
- Order your textbooks online
- Waive your Student Health Insurance



Review:

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Enrollment Managers:

- Make sure your team pulls *together*
- Teach them *interdependence*
- Identify leaders under you



Directors: Reach Out

- You call the meeting, you set the agenda
- Offer **real help**

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Questions?

