Cross Training

Enrollment & Student Development

Buck James

September 12, 2014
Mission Statement

Enrollment & Student Development

The mission of the Enrollment and Student Development division is to promote access through activities, services, and facilities which optimize the enrollment and retention of the students we serve.
Peak Enrollment Accomplishments

✔ Assisted 20,557 callers in Call Center
✔ Made 70,374 calls through RAVE system
  ✔ Targeted students to encourage visit to academic advising or registration
  ✔ Notified students of important information (e.g., bill due date, purge, Purge Hold extension)
✔ Served 2,391 students in Admissions with average wait time of 22.6 minutes
✔ Tested 1,994 students in Assessment
✔ Counseled 10,638 students in Academic Advising
✔ Answered 7,180 phone calls in Financial Aid
✔ Answered 3,944 phone calls in Student Accounts
Peak Enrollment Accomplishments

- Processed 1300 transcript evaluations and 10,454 registration transactions in Records & Registration
- Graduated 778 students for Summer 2014
- Awarded $42 million in financial aid
- Exceeded Fee Paying FTE budget
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Budgeted -5.0
Peak Enrollment Accomplishments

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Budgeted -5.0
Currently -3.7
Fall Enrollment Comparison

- Headcount: Fall 2013: 14,838, Fall 2014: 14,643, -1.3%
- FTE: Fall 2013: 4,417.5, Fall 2014: 4,253, -3.7%
Fall Enrollment by Age

- 18 and under: 15%
- 19-21: 25%
- 22-25: 20%
- 26-35: 20%
- 36+: 15%
Non White Enrollment by Ethnicity
Enrollment by Gender

- Male: 40%
- Female: 60%
New Student Enrollment

- **FTIC**
  - 2014: 2014
  - 2013: 2013
  - 2012: 2012

- **Xfer-Instate**
  - 2014: 2014
  - 2013: 2013
  - 2012: 2012

- **Transient**
  - 2014: 2014
  - 2013: 2013
  - 2012: 2012

- **Xfer-Outstate**
  - 2014: 2014
  - 2013: 2013
  - 2012: 2012

- **Bachelor**
  - 2014: 2014
  - 2013: 2013
  - 2012: 2012
New Student Enrollment

- 2014
- 2013
- 2012
Enrollment Highpoints

- Exceeded budgeted FTE
- Amazing job implementing Dev Ed changes
- Bachelor’s degree programs up slightly
- Growth in vocational programs
- Growth in regional campus enrollment
- ESL Program up 21.5%
- Come Back Program – 119 inquiries, 57 enrolled
Things We Need to Improve

✓ Build our FTIC enrollment
✓ Encourage students to take more credit hours
✓ Remove barriers to enrollment
✓ Consistently provide exceptional student service
1. Thank you for visiting Daytona State College! We would like to ask you three, short questions about your experience. How would you rate staff members’ professionalism, courtesy and knowledge? (You may opt out of these messages by replying STOP. Normal text messaging rates apply.)

<table>
<thead>
<tr>
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<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
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<td></td>
<td>7</td>
<td>3%</td>
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<tr>
<td>5</td>
<td>Very Poor</td>
<td></td>
<td>8</td>
<td>4%</td>
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2. How would you rate the time it took you to complete your visit today?

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<tr>
<td></td>
<td>Total</td>
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<td>201</td>
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Customer Service Expectations

✓ Greet everyone with a smile.
✓ Put yourself in the student’s position. How would you like to be treated?
✓ Don’t send students back-and-forth between offices.
✓ Take the time to tell the student everything.
✓ Make sure every student walks away knowing they have been heard—and we care!
✓ When a situation escalates, refer to the next level.
✓ Good service will be recognized and valued.
✓ Supervisors are accountable for customer service.
Customer Service Check Sheet

✓ Make notes
✓ Use Referral Forms
✓ Troubleshoot
✓ Don’t Blame Others
✓ Use Appropriate Telephone Etiquette
✓ Remember, we don’t know what that student went though earlier today. Don’t take things personally.
✓ Wear Your Name Tag
✓ Be Positive and Flexible
Oracle Campus Solutions

RISE - Resources Implemented for Student Engagement

Campus Solutions Mobile demo
## Project Schedule

<table>
<thead>
<tr>
<th>Area</th>
<th>Training</th>
<th>Start</th>
<th>End</th>
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Update:
Fall 2016 would be the first enrollment term on PeopleSoft
Financial Aid go live date may be a concern and needs to be discussed.

Sequential Go Live Approach
Interface with existing systems until full go live
Consultant Arrival Schedule

October 1, 2014
Ciber Admissions/CC Lead/HCM Integration
Ciber Student Records/Academic Structure

December 1, 2014
Ciber Advising/Transfer Credit Lead
Ciber Financial Aid Lead
Ciber Student Financials Lead