



Enrollment Management

2017-2018 FTES Projections (23.1% District Allocation)

Summer 2017	Fall 2017	Winter 2018	Spring 2018	TOTAL
633.15	3,025.22	562.8	2,814.16	7,035.33

Action Steps

Data Driven Decisions

- Detailed analyses of multi-year enrollment trends, enrollment patterns (2010-present), identification of problems with practice and process
- Completed student surveys on-line and at BCTC regarding preferred course offerings, full-time enrollment, their circumstances, and to explore how we can support their enrollment in additional courses.
- Conduct student focus groups to understand experiences from application to registration
- Enhance data mining to target specific communications to students at critical points during the semester

Campus Engagement

- Convened an Enrollment Task Force inclusive of all stakeholders – examining everything we do from marketing, recruitment, student on-boarding, scheduling, support services to completion and placement beyond MVC
- Hosted Academic Planning Council Retreats, Dean Retreats, and Student Services Retreats focused on operational enrollment management, identification of bottlenecks, more effective scheduling and support services that promote student enrollment in greater units and more timely progress toward certificate/degree completion and/or transfer
- Established an MVC Enrollment Task Force webpage to keep the campus community informed

Integrated Marketing Campaign

- Launched an MVC Mobile App to communicate with new students via timely notifications to assist them in completing the matriculation process
- Integrated marketing for CTE programs via Strong Workforce Program
- Publicize open/available classes each term and at critical points during the semester

Enhanced Staffing and Support Services

- Hired a new Outreach Specialist and a Marketing Specialist
- Hiring a CTE Counselor, an additional Job Placement Coordinator, and an Operations Assistant (P/T) to further support the Admissions & Records area
- Restructure staffing in Financial Aid to enhance workflow and provide additional support at the front counter
- Establish a registration assistance center that will be open during the registration period through census, initiate for summer 2017
- Open a Welcome Center/Dream Center to serve as a one stop shop for new students with peer to peer support and access to a financial aid staff member

Course Scheduling and Refinement

- Established FTES and FTEF allocations with targets to divisions/departments (will be closely monitored and adjusted as needed)
- Refinement of course scheduling sequences to eliminate bottlenecks, course conflicts, increase efficiency of room utilization, adjustments to course mix in consideration of MMAP for all incoming first-time students
- Restoration of Friday evening and Saturday course offerings, beginning fall 2017

Campus-wide Strategies and Initiatives

- Host a Transition to Success Day (a one stop registration day on May 12th) to increase enrollment for summer 2017
- Scaling up MVC Summer Bridge Programs (to serve over 250 new, incoming students); students will enroll in a FTES generating guidance course
- Launch the MVC College Promise Program, which includes scaling up the MVC First Year Experience Program to include all high school graduates from local high schools (Val Verde USD, Moreno Valley USD, to serve up to 500 students); students will be enrolled in a minimum of 12 units during the fall and spring academic year, beginning fall 2017. The promise program will cover all educational expenses, including textbooks, for the FYE students beyond financial aid during their first year.
- Launch a nationally recognized and successful best practice known as the “One More Class Campaign”
- Enhance current dual enrollment programs in area high schools with addition of course patterns for at least three transfer pathways to serve over 200 students (implementation fall 2017)
- Increased number of articulation agreements with area high schools (CATEMA), especially in CTE programs