



The Four Biggest Onboarding Mistakes Community College Teams Make

Tips and Strategies to Improve the College Pipeline



Community College Executive Forum

Navigating GoToWebinar



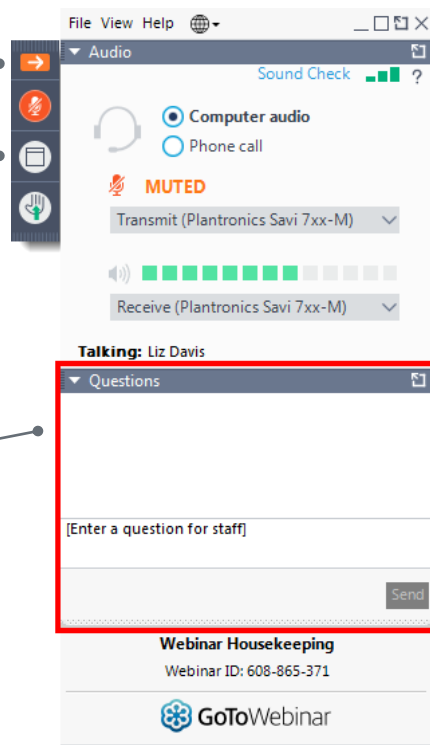
Basic Logistics

Click the orange button to open or hide the control panel.

Click the gray button with the screen icon to make the presentation full screen.

To Ask a Question

Enter questions or comments in the question box and click "Send."





▶ Start with best practices research

- › Research Forums for presidents, provosts, chief business officers, and key academic and administrative leaders
- › At the core of all we do
- › Peer-tested best practices research
- › Answers to the most pressing issues

▶ Then hardwire those insights into your organization using our technology & services

Enrollment Management

Our **Royall & Company** division provides data-driven undergraduate and graduate solutions that target qualified prospective students; build relationships throughout the search, application, and yield process; and optimize financial aid resources.

Student Success

Members, including four- and two-year institutions, use the **Student Success Collaborative** combination of analytics, interaction and workflow technology, and consulting to support, retain, and graduate more students.

Growth and Academic Operations

Our **Academic Performance Solutions** group partners with university academic and business leaders to help make smart resource trade-offs, improve academic efficiency, and grow academic program revenues.

EAB BY THE
NUMBERS

1,200⁺

College and
university members

475M⁺

Course records in our student
success analytic platform

1.2B⁺

Student interactions
annually

The Community College Executive Forum

Comprehensive Support for College Leaders

Our Research

Best Practices at the Center



Proven best practices and strategies in areas of critical importance to college leaders



Focus on finding proven “field-tested” strategies and practices



Practical research on challenges and opportunities critical to community college leaders

How We Help You

Translating Research into Action

Strategic Advice

- Best practice playbooks
- National member meetings
- Insight webconferences

Change Management Support

- On-site presentations
- Member networking
- Benchmarks and surveys

Implementation Support

- In-depth implementation toolkits
- Plug-and-play templates
- Expert implementation advice

Member Benefits

Better, Faster Results



Better-informed strategic thinking and planning



More efficient and effective executive team decision-making



Faster path to solutions and results



Higher ROI from change initiatives

Community College Executive Forum (CCEF) Membership at a Glance

210+

Member colleges

7+

Years working with community colleges

95%

Annual renewal rate

30+

Practices presented at annual meeting series

Today's Presenters



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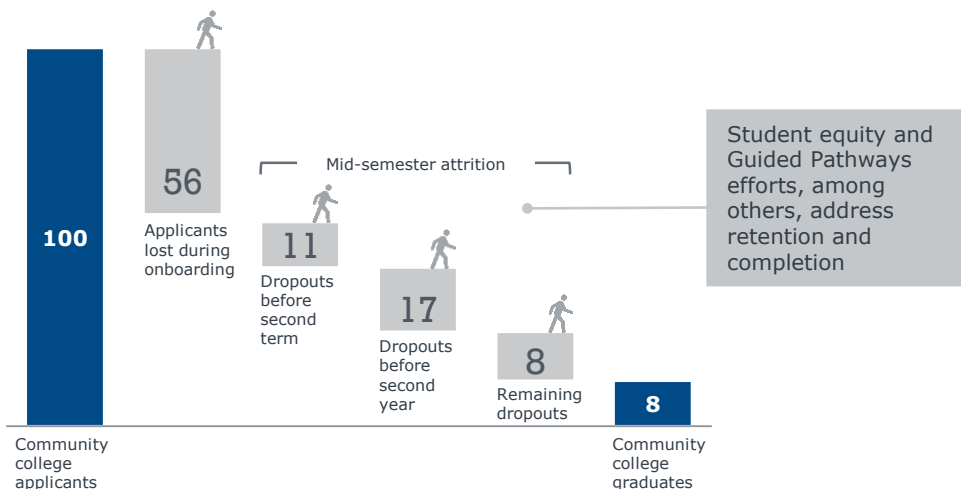
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Onboarding the Leakiest Part of the Pipeline

Summer Melt Drains Student Body Before Add/Drop Ends

Community College Attrition Patterns

EAB Analysis of National IPEDS Data



\$.5M

In lost potential revenue
per 100 students


Source: Complete College America, "Time is the Enemy," Sept. 2011; Susie DePianto, "Helping prospective students make decisions about their future," The Keyword, Google, Sept. 30, 2016; National Conference of State Legislatures, "Performance-Based Funding for Higher Education," July 2015; EAB interviews and analysis.



Small Improvements Lead to Big Revenue

Reversing Drop in Conversation Rate Could Yield \$2M

Analysis of Conversion Rate on Revenue at Sample Member College

Total Applicant Pool	Applicant Conversion Rate	New Students Enrolled	Potential Revenue Gains
 12,000 Applications	X 42%	= 5,040	\$0
	X 47%	= 5,640	= \$2.1M+
	X 49%	= 5,880	= \$2.9M+
	X 52%	= 6,190	= \$4.2M+



How We Evaluate New Student Onboarding

SECTION

2

Scoping the Audit

Pre-Visit Call Identifies Areas for Inquiry, Logistical Concerns

Common Concerns for Member Presidents



"Are there gaps in great customer service?"



"Are there unnecessary handoffs?"



"Do advisors give best practice advice?"

College Needs Guide Visit Logistics



"We need help evaluating capacity during peak enrollment periods."



"Most of the college staff goes on vacation during July."



"I'm concerned about enrollment processes at the satellite campus."



EAB.

EAB Researchers Go Back to School

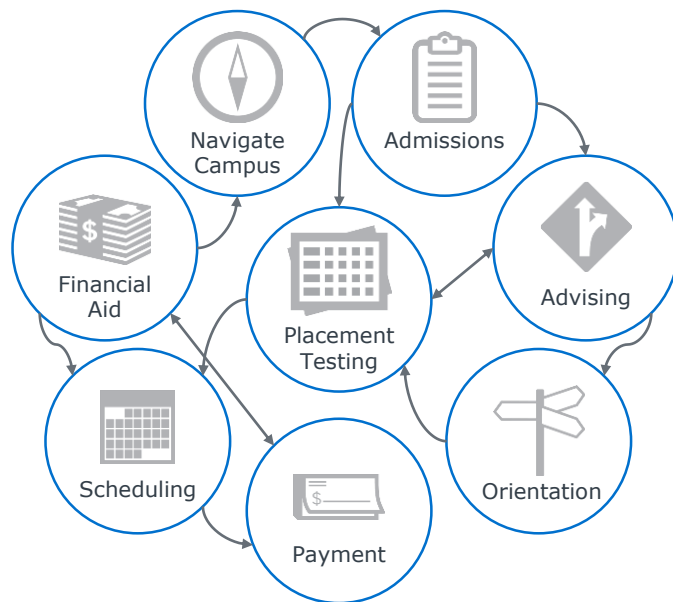


Room for Improvement Across Eight Functions

Students Face Significant Challenges Trying to Self-Navigate

Primary Obstacles Impeding New Students from Self-Service

Lessons from Adopting the Student Perspective



- **Confusing terminology** makes intake even more intimidating
- **Generic information** given to students with diverse needs
- **Countless transfers** between departments to answer inquiries
- **Unexplained delays** slow movement from step to step

Wraparound Audit Follow Up

Findings, Best Practices, and Support

Custom Evaluation Includes Quick Wins, Proven Practices, Researcher Support



Enrollment Pain Point Audit

Custom Results for
Your Community College

Community College Executive Forum

- 30-60 page report detailing researcher's findings
- Optional follow up phone call to discuss audit
- Implementation guidance as applicable

Sample Admissions Findings and Quick Win



Student ID Number Provision Immediate: The admission staff hands students a note with the student's ID number moments after processing the student's application. This enabled the EAB researcher to seek placement, advising, and registration in one visit to campus.



No Follow Up: The EAB researcher did not receive any follow up communication by mail or personal e-mail following any step in the admission process within 10 days except for RSVP for orientation.

Quick Win

Provide Review of Onboarding To-Do List:

New applicants at **South Puget Sound Community College** are provided with an enrollment checklist at the time they submit an application to the institution. In follow-up, student-facing staff at the college carefully review the checklist with students in-person, to ensure they understand each upcoming step in the process.



Four Biggest Onboarding Mistakes

SECTION

3

Admissions: Breaking Applicants' Momentum

Delay in Providing ID Halts Progress on Momentum

Even Short Admissions Delay Has Negative Effects



Halts progress:

Planned placement exams not available for students without ID numbers



Damages confidence:

Expected instant acceptance to open-access college may lead to discontinued enrollment



Requires rescheduling:

Unanticipated delay interferes with time commitments, forcing new travel arrangements

In, Out, and Gone for Good

"Every time a student leaves campus before matriculation, there's at least a one in five chance they won't come back."

Community College President

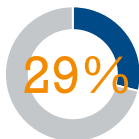


Placement: Testing Cold

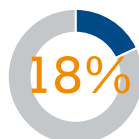
Unprepared Students Place into Courses Below Their Ability

Placement Test Results a Poor Judge of Ability

Analysis of Severe Underplacement¹ into Developmental Education



Placement test takers
severely underplaced in Math



Placement test takers
severely underplaced in English

Pre-Placement Boot Camp Boosts 1-Year Program Completion

Results of Fayetteville Tech's Pre-Placement Math Refresher Courses on Completion Rate

Standard Placement



250

Military students enter program



12%

place into
college algebra



12%

graduate in 1 year

Placement with Fayetteville Math Boot Camp



250

Military students repeat 1-week
boot camp until ready to test



92%

place into
college algebra



92%

graduate in 1 year

1) Students placed into developmental coursework who would have earned a B or better in a college-level course.

Financial Aid: Generic Advice, Anxious Students

Unspecific Guidance Fails to Mitigate Greatest Threat to Enrollment

Pointing the Finger at Finances

EAB Survey of 125+ CC Presidents

Which Step of Onboarding is the Biggest Student Leakage Point?

1 Financial Aid

2 Placement Testing

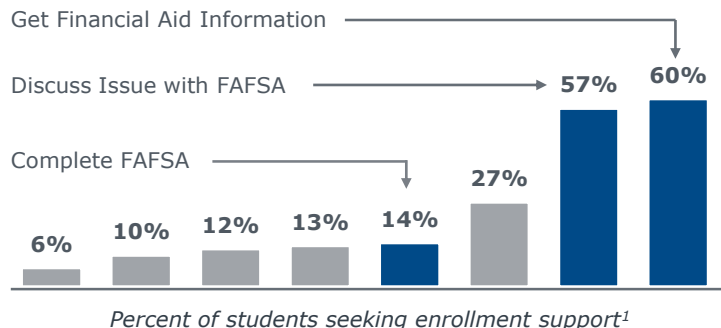
3 Academic Advising

4 Mandatory Medical Forms

5 Lack of Motivation

Student Survey Numbers Don't Lie

Ivy Tech Survey: Reasons for Seeking Enrollment Support



Percent of students seeking enrollment support¹

1) Students may enter more than one reason for seeking enrollment support.

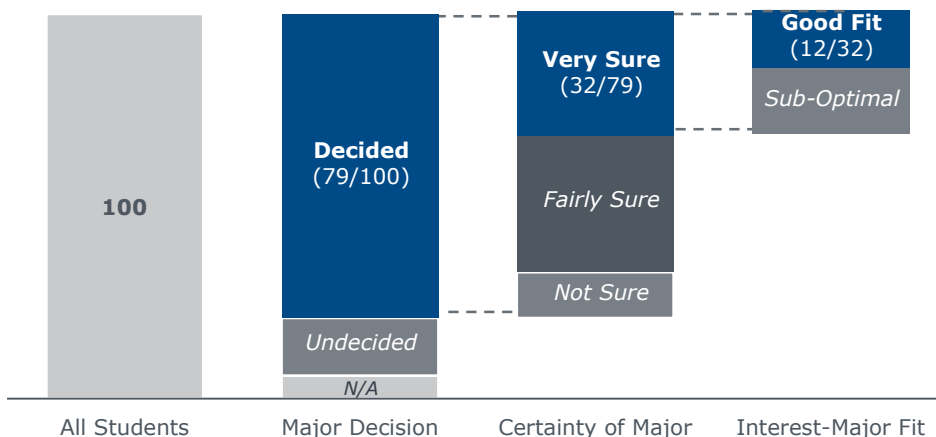
Career Advising: Choosing a Major by Chance

Even the Most Confident Incoming Students Need Career Guidance

What It Means for a High School Graduate to Be Decided



National Study of Major Selection, Certainty, and Fit Among 2013 High School Graduates



Improving Onboarding from Start to Finish

Reforms Serve More Students with Better Advice at Wake Tech

Enrollment Processes Remain Misaligned with Student Needs



Where Wake Tech Invested	Incremental Advances	But Still Much to Do
Express Registration Day	<input checked="" type="checkbox"/> Reminds public about opportunity to enroll	<input type="checkbox"/> Incentivize earlier application submissions
Customer Service Training	<input checked="" type="checkbox"/> Avoids confrontation between students and staff	<input type="checkbox"/> Reduce amount of effort needed to complete enrollment
Added Outreach Channels	<input checked="" type="checkbox"/> Acknowledges needs of incoming students	<input type="checkbox"/> Nudge students to best communication option for needs
One-Stop Student Services Shops	<input checked="" type="checkbox"/> Makes navigating campuses easy for visitors	<input type="checkbox"/> Reduce the number of steps needed to complete enrollment

Recent EAB Success Story

Wake Technical Community College participated in an enrollment pain point audit and used EAB's findings to address its current policies and practices in both financial aid and career development services. By surfacing pain points around developmental education access and financial aid, they were able to make the case for a revamped one-stop Learning Center.

Enrollment Audit Yields Revamped Approach to Student Services

83%

Student satisfaction with financial aid office help in Fall 2017 vs. 73% in Spring 2016

3%

Increase in students using college website to prepare for placement, Summer 2017 vs. 2016

We Run Deep Across a Spectrum of Challenges



Proactively Manage Enrollments

Enrollment and Recruitment

- Navigating the Shifting Enrollment Trends
- Recapturing Adult Learner Enrollments
- Streamlining the Enrollment Process
- Promoting Student Outcomes to Attract Today's Career Changer
- Incentivizing Behavioral Change with Aid Dollars
- Personalizing the Student Experience at Scale

Marketing and Outreach

- Scaling Social Media Outreach
- CRM for Higher Education
- Adopting Digital Marketing Strategies
- Creating a Disciplined Social Media Strategy
- Increasing International Enrollment
- Making the Academy Market-Smart

College Entry

- Turning High School Partnerships into College Enrollments
- Cultivating College Navigation Skills During High School
- Developing Summer Bridge Programs

Ensure Returns from Student Success Investments

Developmental Education

- Reengineering Developmental Math
- Identifying Alternative Courses for Students

Diversity and Multiculturalism

- Strengthening Hispanic Student Success
- Transforming the First-Generation College Student Experience

Preventing Early Attrition

- Supporting Students in Making Optimal Financial Decisions
- Guiding Intentional Academic Planning
- Minimizing First-Semester Dropout
- Guiding Student Choice to Promote Persistence

Academic Advising

- Creating a Student-Centric Advising Model
- Proving Impactful Professional Development
- Mitigating Understaffing Concerns

Faculty Engagement

- Making Strategic Goals Meaningful for Departments and Faculty
- Increasing Individual Faculty Participation in Mitigating Student Risk

Align Strategy to Workforce Goals

Partnerships

- Expanding Corporate Training Program
- Supporting Military-Friendly Employers
- Becoming an Employer-Responsive Institution
- Approaches to Grow Employer Partnerships
- Soliciting Corporate Gifts for Noncredit Development Programs
- Funding the Development of Noncredit Workforce Training Programs

Meeting the Skills Gap Challenge

- Understanding Competency-Based Education and Prior Learning Assessment
- Future Field Reports
- Integrating Academic and Career Development

Online Education

- Creating Infrastructure for Migrating Curriculum Online
- Improving Online Student Support
- Designing Programs for the Millennial Workforce

Other Areas of Coverage

Information Technology

- Educational Technology Investment Guide
- IT Planning and Budgeting

Facilities

- Working with Academic Leaders to Improve Space Utilization
- Enhancing Space Data Collection and Validation

Institutional Advancement

- Launching Social Media Giving Campaigns
- Recruiting Fundraising Talent at Community Colleges
- Supporting Internal Talent to Boost the Succession Pipeline
- Cultivating Diverse Volunteer Leadership
- Winning Donor Mindshare in the Attention Economy

Human Resources

- Playbook for Immediate Labor Savings
- Supporting Contingent Faculty Development

Finance

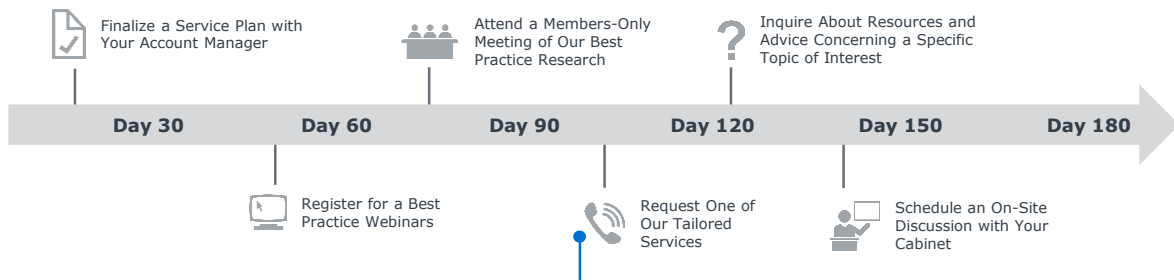
- Optimizing Institutional Budget Models
- How to Ensure Smart Growth at Your Institution

Responding to Student Concerns

- Meeting the Mental Health Challenge
- Ensuring Critical Information Reaches Student Affairs Leadership
- Sexual Harassment and Misconduct

The First 180 Days of Membership

How to Get the Most Out of Your Membership with EAB



Services That Other Members Value*

Proactively Manage Enrollments

- **Enrollment Pain Point Audit:** Have an EAB researcher "secret shop" your campus enrollment process
- **Web and Mobile Presence Audit:** Evaluation of your homepage and program landing pages for usability, content, and mobile optimization

Ensure Returns from Student Success Investments

- **Guided Pathways Diagnostic:** Test your progress and avoid mistakes in Guided Pathways implementation using current best practices (*forthcoming*)
- **Boosting Student Equity Collaborative:** Join a small group intensive studying and guiding research on equity in exchange for a tailored action plan

Align Strategy to Workforce Goals

- **Strategic Plan Implementation Review:** Map best practice resources to your strategic plan in order to accelerate implementation
- **State-Level Labor Demand Profiles:** Opportunity analysis uncovering areas of labor market growth in your region

**Contact member services or your dedicated advisor to reserve*

Today's Presenters



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