Enrollment Management Self Assessment

Marketing and Recruitment	Strongly Agree	Agree	Disagree	Strongly Disagree	No answer
1. Our college is concerned about marketing/recruitment related issues (e.g., decline in overall or new student enrollments, under-enrolled programs, loss of market share, new program development and market development strategies.	57%	36%			7%
2. We have a college-wide organizational structure that provides a dedicated forum for the on-going development, review, discussion and evaluation of all enrollment related strategies and issues.	7%	64%	14%		14%
3. Our college has clearly defined and communicated college-wide the desired enrollment state (e.g., number of desired students by program and market segment).	14%	43%	36%		7%
4. Responsibility and accountability for the marketing and recruitment functions at our institution is clear.		43%	43%		14%
5. We develop an annual written marketing/recruitment plan that includes specific goals, strategies, action plans, responsibilities, timelines, budgets and evaluation measures.	7%	43%	36%		14%
6. Our college has conducted an image study within the past three years and used the results to develop a plan to enhance institutional awareness, image and reputation within our service area.	7%	21%	50%		21%
7. We have developed strategies within the past several years that have expanded our program and service offerings to new markets (e.g., off-campus locations, distance learning sites, weekend and evening college and business and industry.	14%	64%	7%		14%
8. We conduct a periodic competition study to become more knowledgeable about institutions with whom we compete for students and determine what distinguishes us from our primary competitors (e.g., points of difference or value).		21%	43%	7%	29%
9. We have accurately identified our target markets for new students and developed appropriate major promotional messages/themes and recruitment strategies for each.		36%	43%	7%	14%
10. We have established strategies for routinely distributing class schedules in our service are (e.g., mailing to households, newspaper inserts and key distribution points).	36%	43%	7%		14%
11. Our written communication flow with prospective students is based on multiple, sequential contacts and differential messages for each target market.		21%	43%		36%
12. Our arsenal of promotional/recruitment publications is adequate to support our communication system with prospective students including electronic alternatives (e.g., Web pages, e-mail and electronic view books).	7%	43%	36%	7%	7%

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Marketing and Recruitment	Strongly Agree	Agree	Disagree	Strongly Disagree	No Answer
13. The institution's on-line counseling system is computer driven and linked with inquiry and applicant database.		57%	14%		29%
14. Our college has enrollment software that manages inquiry and application information, communicates sequentially with prospective students, and produces management reports to monitor progress toward enrollment goals.		57%	21%		21%
15. We systematically and proactively seek the involvement and assistance of our instructional faculty and staff in our marketing and recruitment program.	7%	43%	29%		21%
16. We annually develop a promotional publication plan that includes target audience, purpose, pertinent messages/themes, volume, timelines and budget.	7%	36%	36%	7%	14%
17. Our admissions area is easy to locate, attractive and offers convenient visitor parking.	14%	50%	21%		14%
18. We regularly conduct an analysis of under-enrolled programs and develop program specific marketing and recruitment plans.		36%	36%	7%	21%
19. We have at least one staff person who is assigned the responsibility for new-student recruitment.	14%	36%	29%		21%
20. We annually compute our per new-student recruitment costs.		21%	57%		21%
21. The college's resources, both fiscal and human, are adequate to achieve our enrollment goals.	14%	43%	14%	7%	21%
Retention					
22. We have an organizational structure that is charged with the responsibility for the on-going discussion, development, review and evaluation of all campus retention-related strategies.		57%	36%		7%
23. There is an individual or office that is responsible for coordinating student retention efforts college-wide.		21%	71%		7%
24. There is a clear indication that faculty and staff understand their role and responsibility in a college-wide retention effort.	7%	36%	50%		7%
25. There is strong senior administrative support and commitment for an initiative designed to improve the quality of student life and learning at our college	50%	43%			7%
26. The institution regularly tracks enrollment behaviors of students by various characteristics (e.g., gender, age, cohort groups, program, ethnicity and academic ability).	50%	29%	14%		7%

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Retention	Strongly Agree	Agree	Disagree	Strongly Disagree	No Answer
27. We regularly and systematically sample student levels of satisfaction with the college's various educational programs and services	36%	29%	21%		14%
28. We routinely employ student evaluations of instruction at our college.	21%	64%	7%		7%
29. We have processes in place for regularly evaluating the program and course needs of our students and community and making curricular changes accordingly.	29%	57%	7%		7%
30. Our academic/learning support services and programs are meeting the needs of the majority of our academically under-prepared students.	21%	43%	14%	7%	14%
31. We have a distinct program designed specifically for first-year students (e.g., freshman seminar/success courses and special in-take advising)	43%	57%			
32. We currently have specific strategies in place designed to improve the teaching/learning process on our campus	21%	57%	21%		
33. Our college is genuinely concerned about the quality of service provided to students and there are proactive efforts to improve our service quality (e.g., training of staff and review of service systems).	64%	36%			
34. Our campus's policies, procedures and processes are predominantly student centered/friendly.	64%	29%	7%		
35. Our new-student assessment and orientation program is an effective transition experience for new students.	7%	50%	14%		29%
36. We have a systematic and comprehensive "early alert system" which is successful in identifying "dropout-prone" students and intervening with appropriate strategies and services.	14%	50%	7%	7%	21%
37. We provide on-going development and training opportunities for our academic advisors/counselors.		57%	7%		36%
38. We have an identifiable proactive program for students who are undecided about their program of study.		36%	21%	7%	36%
39. We communicate systematically with students who have recently dropped or stopped out.	7%	7%	29%	21%	36%
40. Our college offers an honors program as well as other types of learning community programs.	57%	36%			7%

Enrollment Management Self Assessment

Retention	Strongly Agree	Agree	Disagree	Strongly Disagree	No answer
41. The college has a required testing/assessment and mandatory placement program designed to assist with student success.	21%	57%	14%		7%
42. We currently use collaborative and alternative learning strategies to enhance student learning (e.g., learning communities, block scheduling, supplemental instruction, tutoring and distance learning).	50%	43%	7%		
43. Our institutional climate is such that changes necessary to improve the quality of student life and learning are generally readily accepted and successfully implemented by faculty, staff and administrators.	43%	43%	14%		
44. We have developed a comprehensive retention plan that includes goals, key strategies, action plans, responsibility, timelines, budget, outcomes, measures and evaluation criteria.	7%	36%	29%		29%