



**Thank You
CampusLogic
for Your
Sponsorship!**

Enrollment Management: Past, Present, Future

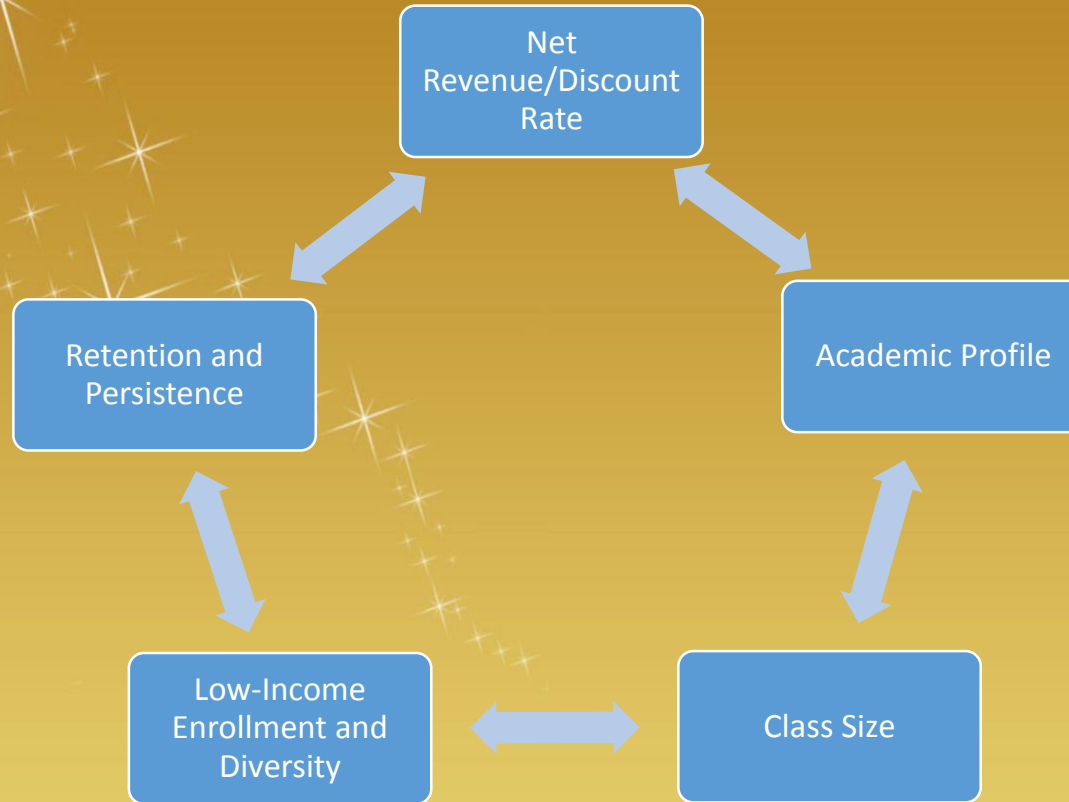
Angela Johnson, Cuyahoga Community College
Susan Kannenwischer, Capital University

Enrollment Management: Past, Present, Future

Weight of college admissions video

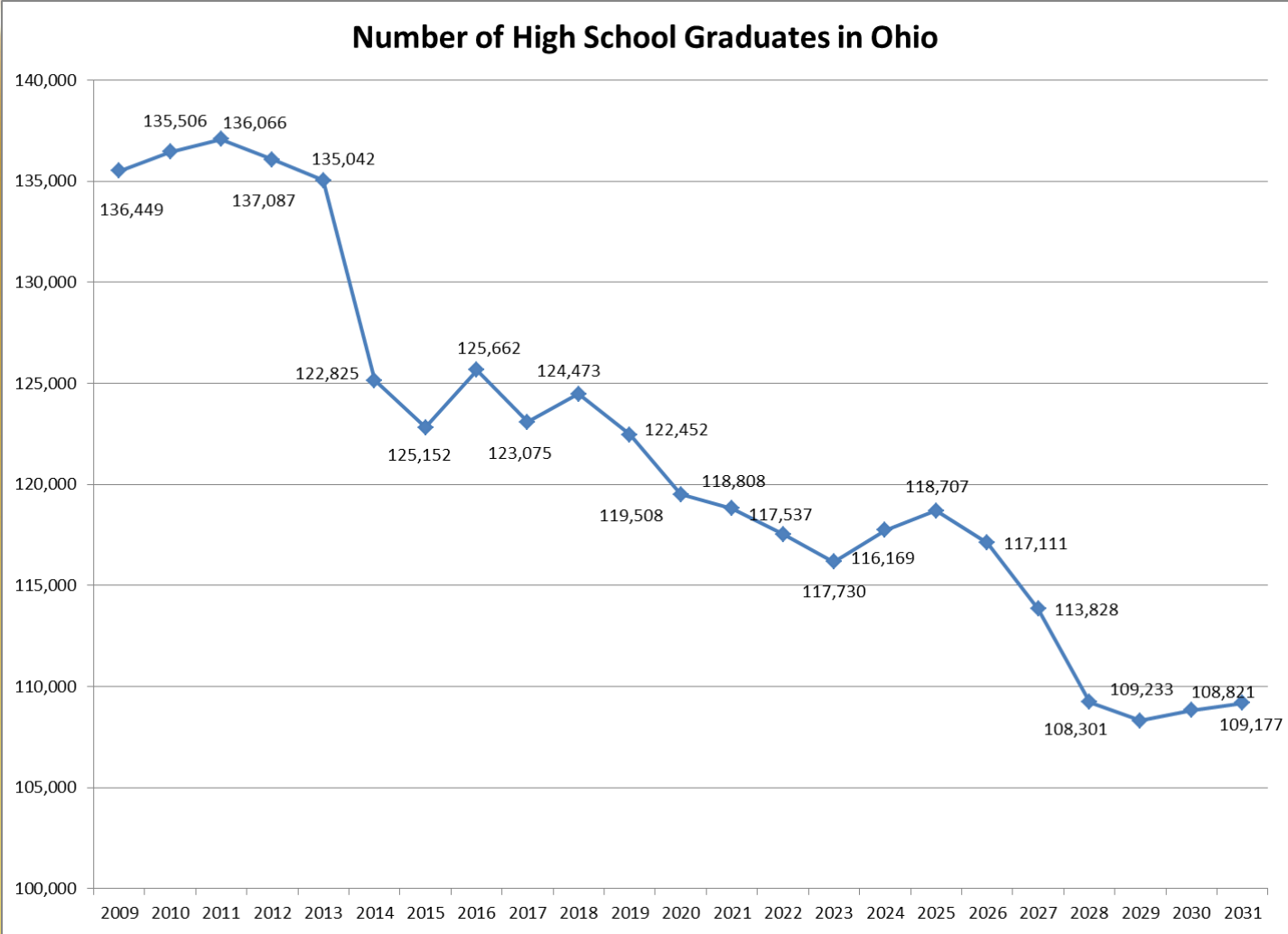
<https://www.youtube.com/watch?v=2u7f4UYyL-U>

Enrollment Management: Past, Present, Future



Conflicting Enrollment Goals in Enrollment Management

Enrollment Management: Past, Present, Future



Enrollment Management: Past, Present, Future

Financial aid must be at the strategic enrollment management table.....



Enrollment Management: *Past, Present, Future*

A Tale of Two Colleges in Enrollment Management

- **Cuyahoga Community College**
- **Capital University**

**Cuyahoga
Community
College**



- Four campuses, four sites
- 55,000+ credit and non-credit students
- Average age is 27
- 61% women
- 38% minority
- 68% part-time
- 90% credential seeking
- 25% health-related majors
- 11% evening/weekend only
- 65% technical job training



Cuyahoga Community College

The purpose of the Strategic Enrollment Plan (SEP) is to provide a comprehensive and coordinated college wide roadmap for recruitment, retention or progression, and completion efforts that supports the College's Strategic Plan, and improves outcomes for the College and our students.

Cuyahoga Community College

The 2016-2018 SEP aligns with College's Strategic Plan focus areas and will be updated in conjunction with the cycle for the College's Strategic Plan. These focus areas are listed below:

- **Student Completion**
- **Student Experience**
- **Equity in Outcomes**
- **Workforce Impact**
- **Transparency and Accountability**
- **Commitment and Continuity**

Strategic Enrollment Management Model

Student Completion - Student Experience - Equity in Outcomes - Workforce Impact

Recruitment

Progression

Completion

Connection/Entry

New from High School
Delayed Entry
Transfer
Continuing
Returning
College Credit Plus

Progress

First Year (FYE/Second Semester)
Sophomores

Completion

Upperclassmen

Targeted Recruitment

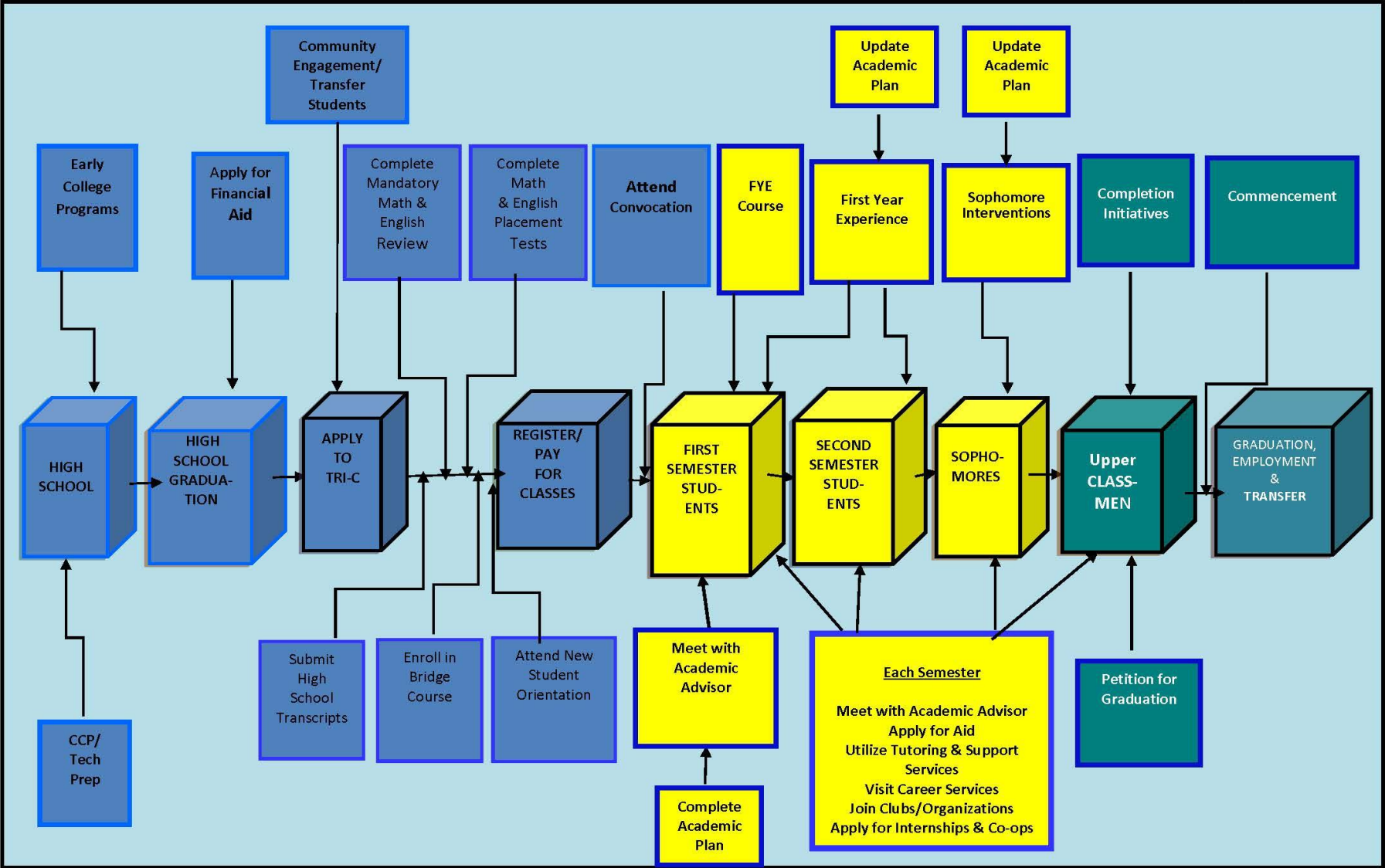
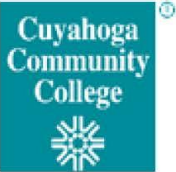
Improve Conversion Rates

Maintain or Increase Enrollment

Improve Retention

Increase the Number of Students Completing a Credential Gaining Employment, or Transferring

Tri-C Student Lifecycle



Cuyahoga Community College

***Past* – Recruitment and Admission (Enrollment)**

- Number of students
- Increase enrollment

***Present* – Success and Completion (Graduation)**

- Increase number of degrees/credentials
- Increase percentage of degree/credentials

***Future* – Connections and Remove Barriers (Access)**

- Redefining enrollment with an access-focus
- Populations of students we can better serve

Cuyahoga Community College

Financial Supports for Success & Completion

- Tuition Incentives
- Completion Scholarships
- Benefits Access - Project Go!
- Yearlong Enrollment and Financial Aid Plan
- Care Team Cash

Cuyahoga Community College

Just Take 30!

Cuyahoga
Community
College (Tri-C®)
Tuition
Guarantee
Program



Cuyahoga
Community
College



15+
PERKS

College Credit Reward Program

Cuyahoga Community College



Academic year	Number of Graduates	Graduation Rate for 2016-2017	Average GPA	Average Award
2016-2017	100	58.1%*	3.35	\$2,041
2017-2018	20	N/A	3.34	\$2,559

Cuyahoga Community College



B E N E F I T S
A C C E S S

PROJECT
GO!



→ FOOD



→ HOUSING



→ CHILD CARE



→ UTILITIES



→ HEALTHCARE

Cuyahoga Community College



CUYAHOGA COMMUNITY COLLEGE YEAR LONG *ESTIMATED* AWARD LETTER

9/22/2016

9:19 AM

REVISED 8/2016

Name: Joe Student
 Student #: S00123456
 Grad Date: May 2018
 Residency: COUNTY

CREDIT HOURS	10	12	8
TERM	FALL	SPRING	SUMMER
Award Year:	2016-2017		

Advisor: _____

Estimated Charges:

				Total
Tuition	\$1,045.40	\$1,254.48	\$836.32	\$3,136.20
Estimated Books	\$637.00	\$850.00	\$425.00	\$1,912.00
Institutional Fees	\$50.00	\$70.00	\$50.00	\$170.00
Estimated Total Charges*	\$1,732.40	\$2,174.48	\$1,311.32	\$5,218.20

Estimated Resources:

GRANTS

Pell Grant	\$1,859.00	\$2,907.00	\$1,049.00	\$5,815.00
FSEOG	\$134.00	\$133.00	\$133.00	\$400.00
Summer OCOG	\$0.00	\$0.00	\$648.00	\$648.00
TOTAL GRANTS	\$1,993.00	\$3,040.00	\$1,830.00	\$6,863.00

LOANS

Fed Direct Subsidized Loan	\$1,167.00	\$1,167.00	\$1,166.00	\$3,500.00
Fed Direct Unsubsidized Loan	\$0.00	\$0.00	\$0.00	\$0.00
Other Loans	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL LOANS	\$1,167.00	\$1,167.00	\$1,166.00	\$3,500.00

OTHER AID

Scholarship	\$0.00	\$0.00	\$0.00	\$0.00
Scholarship	\$0.00	\$0.00	\$0.00	\$0.00
External Scholarship	\$0.00	\$0.00	\$0.00	\$0.00

Office Use Only

Cost of Attendance Calculation

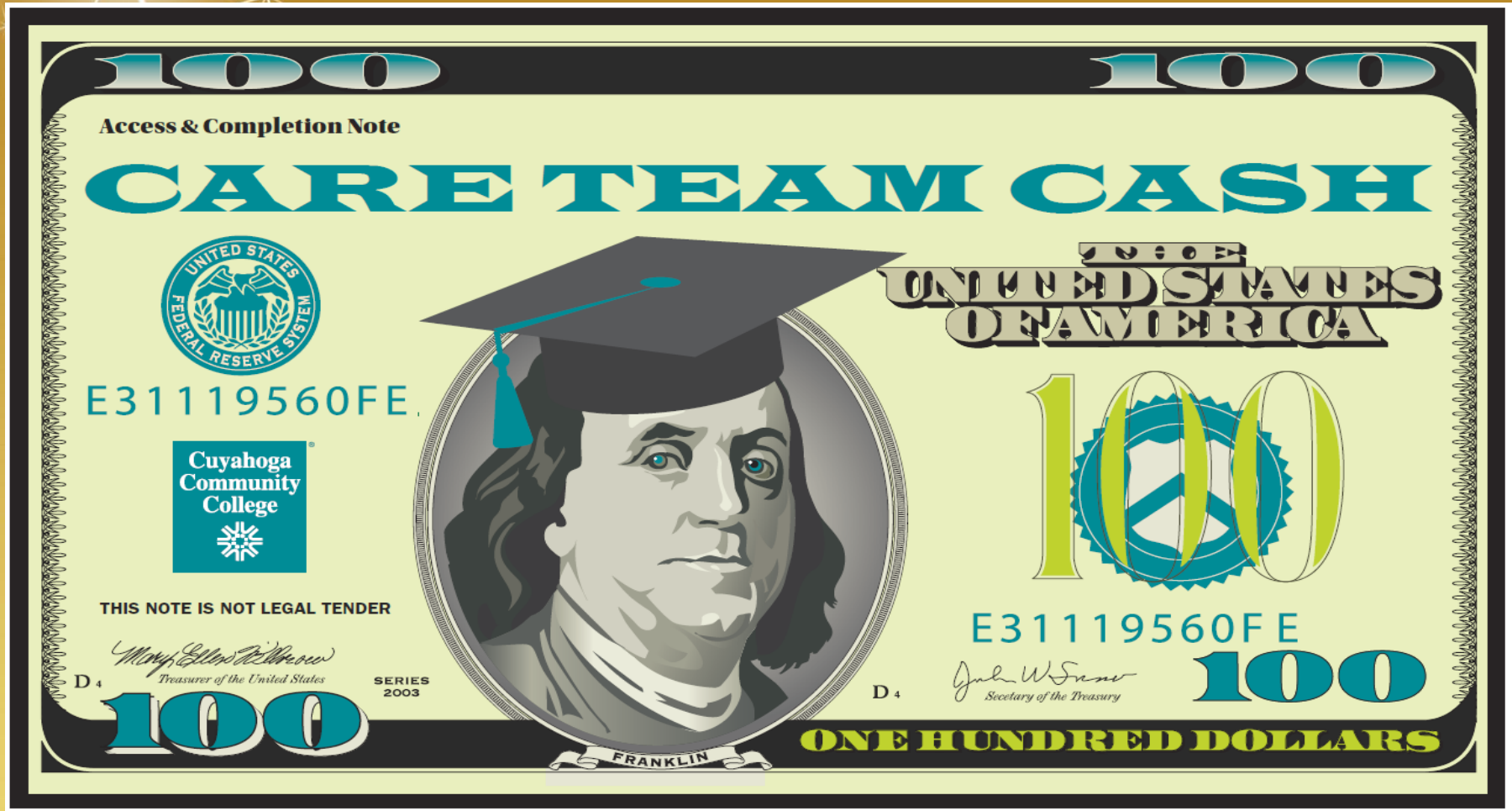
BUDGET GROUP	INCOFB
COA:	\$15,002
EFC:	0
GRANTS & WORK-STUDY	\$10,863
SCHOLARSHIP, ETC.	\$0
LOANS	\$3,500
OTHER AID/RESOURCES	\$0
UNMET NEED	\$4,639

Office Use Only

Loan Period:

MAX TOTAL ELIGIBILITY	\$3,500
There is a 1.063% origination fee	
Total Gross Sub Loan for this Period =	\$3,500
Total Gross Unsub Loan for this Period =	\$0
Total Gross Student Direct Loans for this Period	\$0
TOTAL	\$3,500

Cuyahoga Community College



POWER OF OUR PAST FORCE OF OUR FUTURE

Capital University



**OHIO ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS
50TH ANNIVERSARY**

Capital University

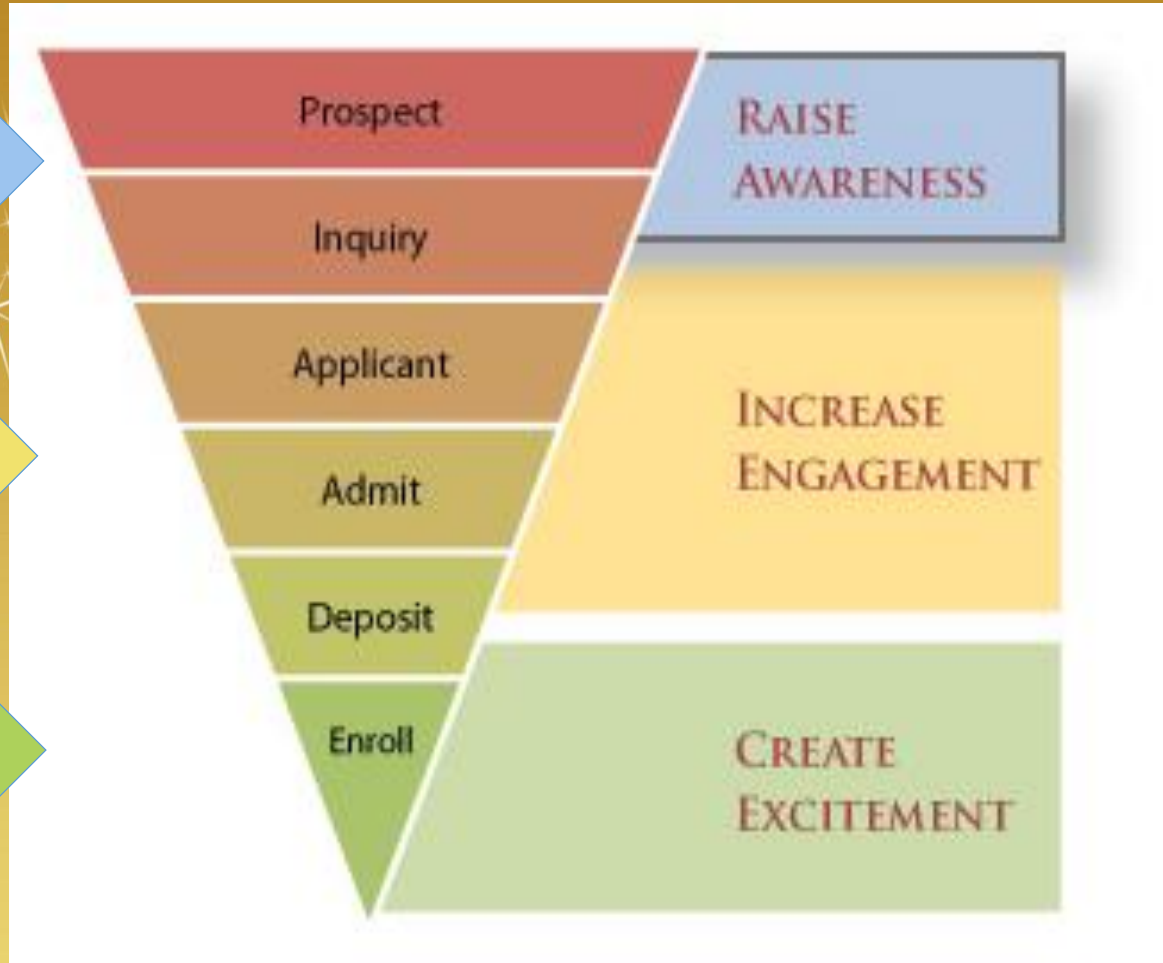
- Traditional program ~ 2200 students
 - 65% residential
 - 90% Ohio residents
 - 30% Pell eligible
- Adult degree completion ~ 300 students
- Four Graduate programs ~ 225 students
- Three law programs ~ 450 students

Capital University

Rational

Emotional

Rational/
Emotional

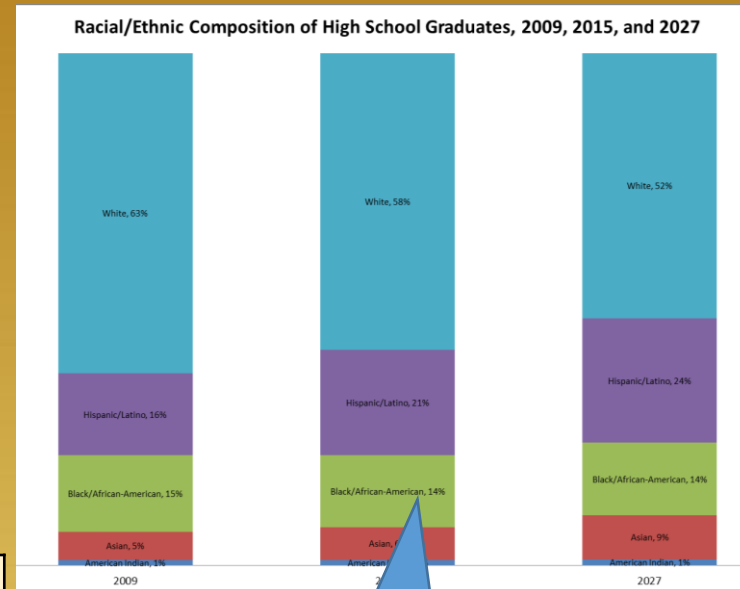


Capital University

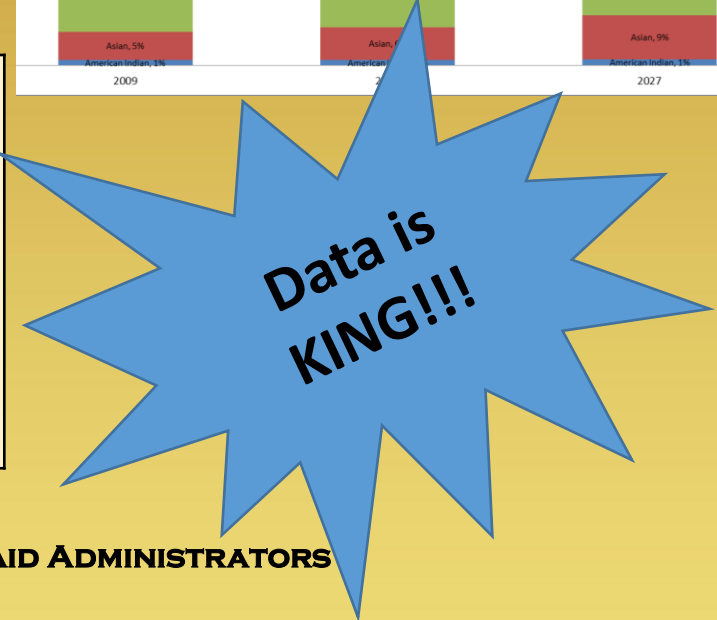


Capital University

	Institutions	Students	% of College-Going	% of Total HS Grads
In-State 4-YR Public	19	41,777	51.5%	33.4%
Out-of-State 4-YR Public	349	2,896	3.6%	2.3%
In-State 4-YR Private	43	9,025	11.1%	7.2%
Out-of-State 4-YR Private	621	5,095	6.3%	4.1%
Community College	27	20,277	25.0%	16.2%
Other	484	2,103	2.6%	1.7%
College Total	1,543	81,173	100.0%	64.9%
No College		43,979		35.1%
High School Grad Total		125,152		100.0%



	Institutions	Enrolled Students	Students with Pell	% with Pell
Four-Year Public	570	1,014,049	385,006	38.0%
Four-Year Private	1,182	500,824	169,212	33.8%
Four-Year For-Profit	196	44,475	31,699	71.3%
Two-Year Public	913	705,113	407,537	57.8%
Total	2,861	2,264,461	993,454	43.9%



Columbus Metropolitan Area

ENROLLMENT STATISTICS

Admits: 5,410
Enrolled: 1,471
Yield: 27.2%

Avg AGI: \$88,616
Avg ACT: 24.3
Avg HS GPA: 3.45

DEMOGRAPHICS

Total Population: 1,967,443
Average Income: \$68,100
% Black: 14.4%
% Hispanic: 3.7%
% Asian: 3.4%

Total Number 18 Year Olds

2017: 28,815
2022: 26,224
2027: 26,367
% Change 2017 to 2022: -9.0%
% Change 2022 to 2027: 0.5%

TOP 5 COMPETITORS

1. Ohio State University-Main Campus
2. Otterbein College
3. Ohio University-Main Campus
4. Columbus State Community College
5. Ohio Dominican University

TOP HIGH SCHOOL FEEDERS

CEEB	HS Name	HS Type	Adm/Enrl
362440	Grove City High School	Public	194/44
362570	Hilliard Davidson High School	Public	181/65
362995	Hamilton Township High School	Public	156/44
364160	Pickerington Central Hs	Public	152/44
362235	Lincoln High School	Public	148/46
365013	Pickerington High School North	Public	139/47
365198	Hilliard Bradley High School	Public	127/45
364380	Reynoldsburg High School	Public	126/48
365430	Westerville South High School	Public	123/41
362571	Hilliard Darby High School	Public	114/43
362438	Central Crossing High School	Public	108/27
362445	Groveport-Madison Senior Hs	Public	105/30
360745	Canal Winchester High School	Public	104/32
362442	Westland High School	Public	96/20
360240	Teays Valley High School	Public	95/25
361551	Horizon Science Academy	Private	77/6
365219	Olentangy Orange High School	Public	77/21
364900	Licking Heights High School	Public	72/16
360815	Bloom-Carroll High School	Public	71/20
361542	Franklin Heights High School	Public	69/13
361905	Rutherford B Hayes High School	Public	69/19
365432	Westerville North High School	Public	69/20
361630	Upper Arlington High School	Public	68/23
361910	Olentangy High School	Public	67/18
365507	Worthington Kilbourne Hs	Public	67/25
361533	Saint Francis De Sales Hs	Private	66/12
362441	Grove City Christian School	Private	65/23
365046	Olentangy Liberty High School	Public	64/16
365647	Thomas Worthington High School	Public	64/23
361508	Bishop Hartley High School	Private	61/15
365431	Westerville Central Hs	Public	61/16
364025	Watkins Memorial High School	Public	60/21
361509	Bishop Ready High School	Private	59/12
361516	Centennial High School	Public	58/7
361526	Columbus Alternative Hs	Public	56/13
364905	Big Walnut High School	Public	56/15
362880	Lancaster High School	Public	54/16
363270	Marysville High School	Public	54/13
361170	Logan Elm High School	Public	52/11
361539	Eastmoor Academy	Public	52/7
361636	Whetstone High School	Public	50/13
363630	New Albany High School	Public	50/12
361510	Bishop Watterson High School	Private	49/13
361903	Buckeye Valley High School	Public	49/16
361637	Whitehall-Yearling High School	Public	47/12
362500	Licking Valley High School	Public	47/8
365204	Metro High School	Private	47/0
360300	Liberty Union High School	Public	45/17
361995	Dublin Coffman High School	Public	45/13
360130	Amanda Clearcreek High School	Public	44/7
361997	Dublin Scioto High School	Public	44/11

Capital University

Key Data Points

- Inquiries
- Applicants
- Accepted students
- Deposits
- Matriculants
- Retained students
- Graduates

Other Important Variables

- Academic profile
- Athletes
- Residents
- Diversity
- Pell-eligibility
- NET TUITION REVENUE

Capital University – Where Does Financial Aid Fit In?

- Award strategy
 - Merit scholarships
 - Need based aid
- Who are we awarding?
 - Shapes enrollment
 - Big picture must be identified
- Messaging
 - Financial aid award packages
 - Communication with families

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Capital University



WE ARE
HERE TO
HELP.

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50TH ANNIVERSARY

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