



It Takes a Village: Engaging Students through Collaboration, Targeted Communication and Technology

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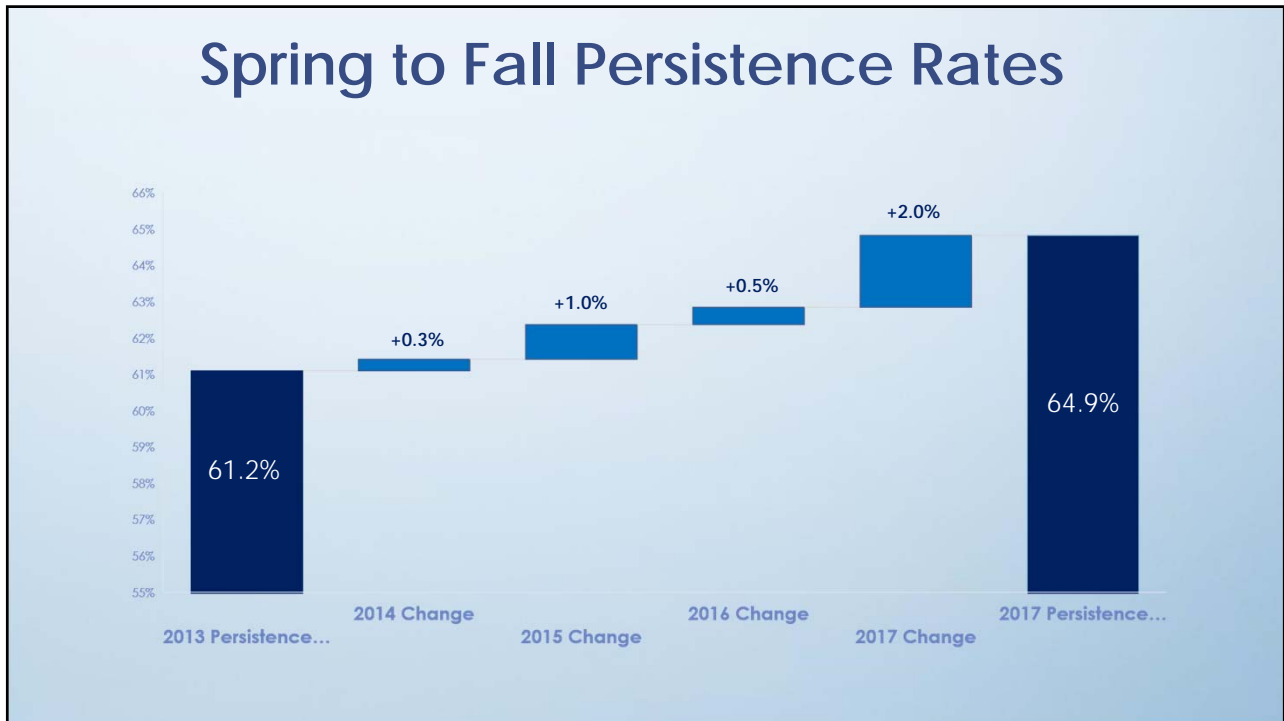
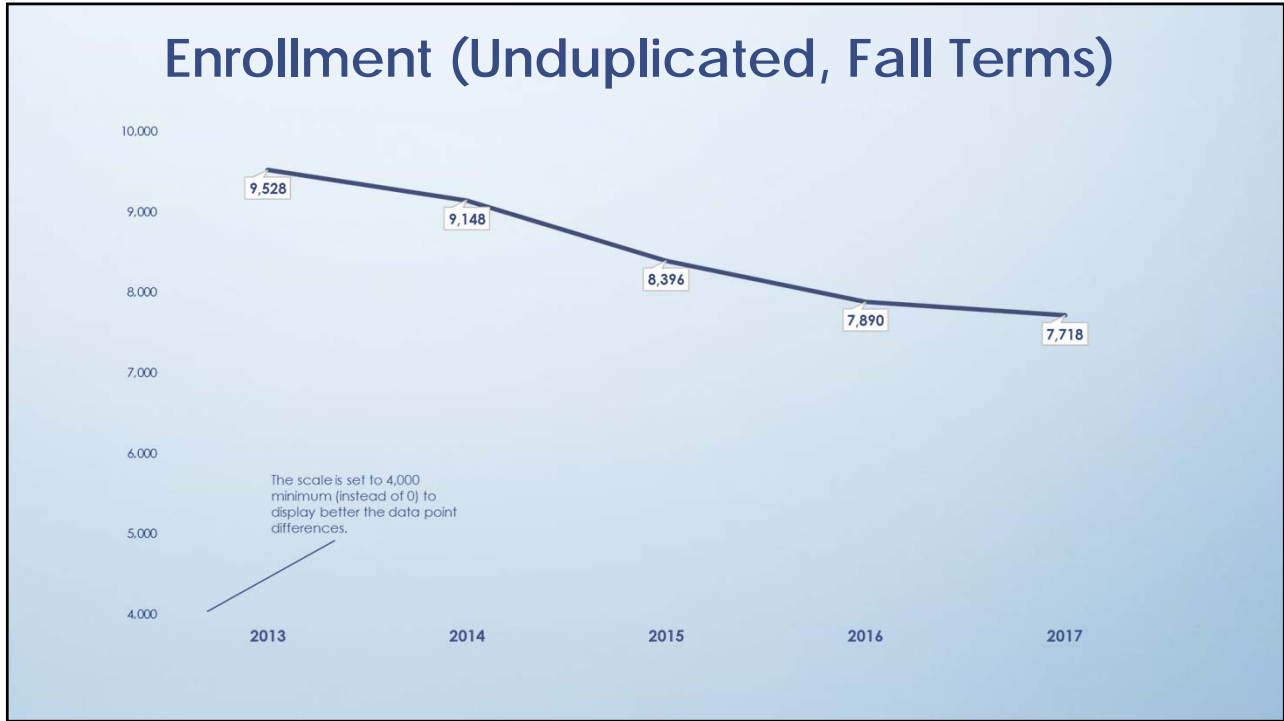
SEM at Forsyth Tech

Our SEM Vision Statement

At Forsyth Tech, Strategic Enrollment Management will ensure a culture that embraces an integrated approach to enrollment management. We will commit to a quality student experience which includes satisfaction and success. We will strengthen our community one student at a time.

To achieve our vision, SEM focuses on:

- Recruitment
- Outreach and Engagement
- Student Success (Persistence & Retention)



How Do We Combat



Defining Summer Melt @ Forsyth Tech

The phenomenon of college student's motivation to return "melting" away between spring and fall semesters.

Spring Students

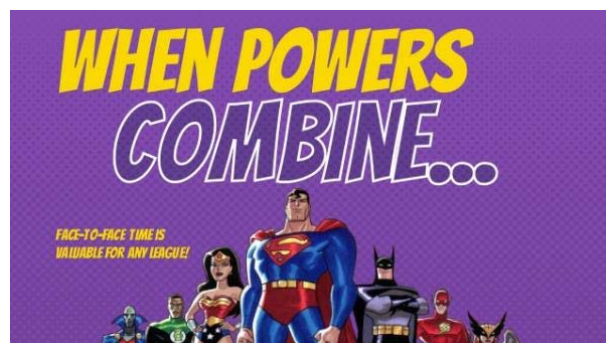
- Disengaged
- Reduced Sense of Urgency
- Delaying advising
- Non-completions of FAFSA
- Missing Payment Deadlines

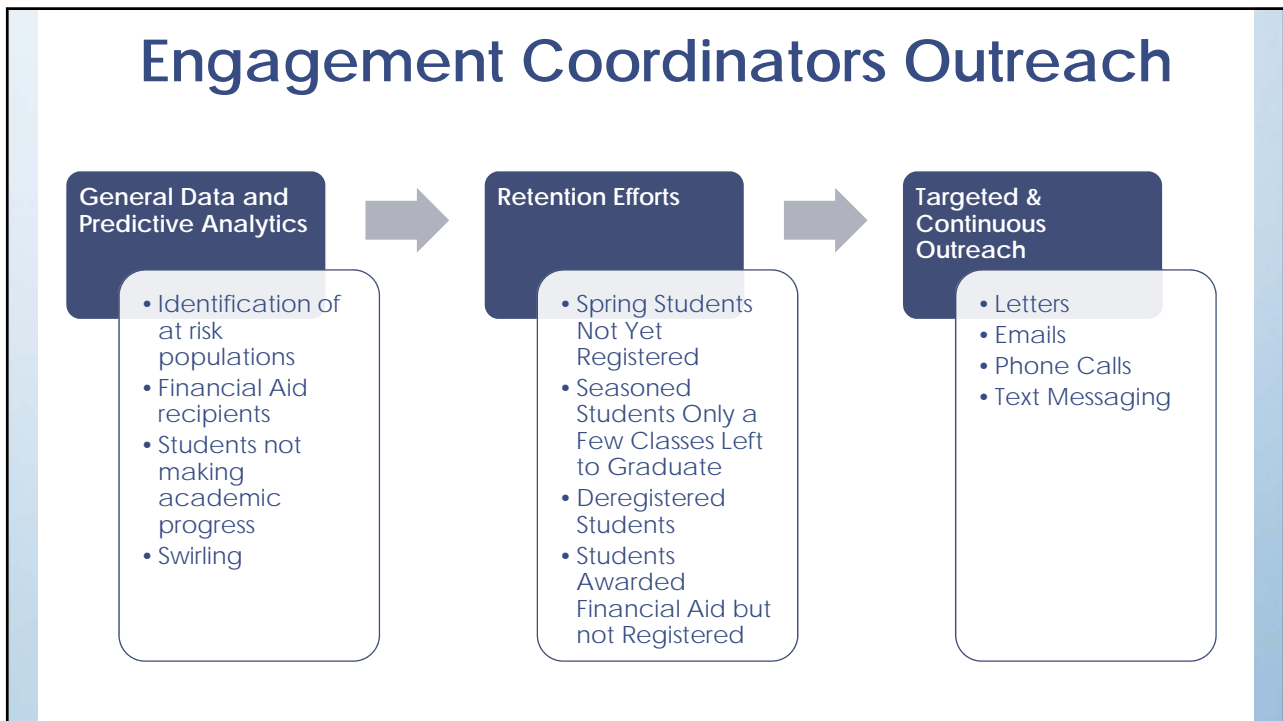
Our Village: The Collaboration Efforts



Cross Campus Collaborations

- Partnerships
 - Student Services, Instructional Deans, Business Services, Educational Partnerships, IT Services
 - Engagement Coordinators
- Weekly Registration Review Meetings
 - Centralized process to review real-time enrollment data
 - Proactive measures taken to reduce registration barriers
- Centralized Last Chance Registration
 - Removing physical barriers to support registration efforts
 - Improving customer service experience of students

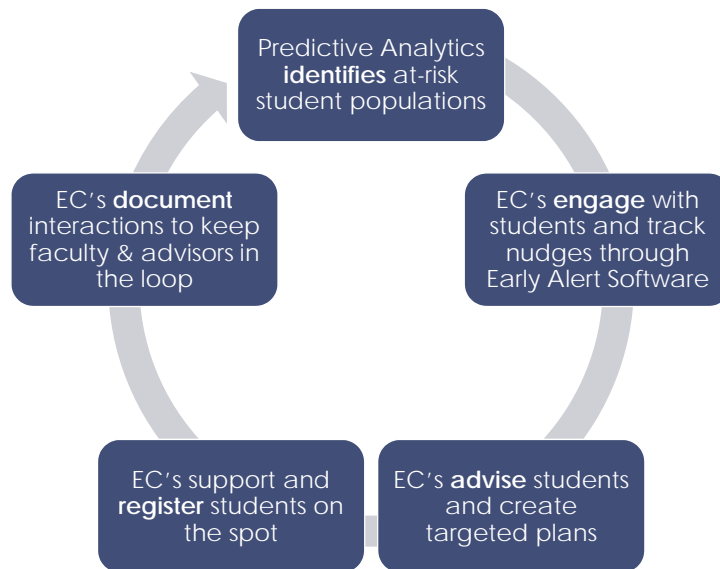




Technology Aligns with Strategy



EC Wraparound





Educational Partnerships Staff Growth

2016

- 1 part-time Staff Assistant
- 2 part-time Coaches
- 2 Early College Liaisons

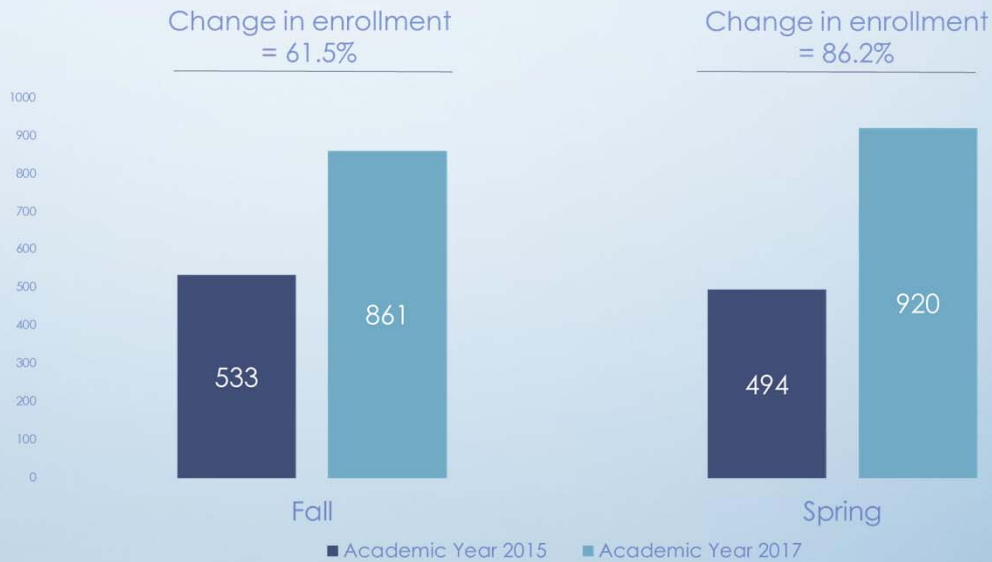
Total: 5 employees

2018

- Director
- 1 part-time Staff Assistant
- 3 full-time Coaches
- 1 full-staff Assistant
- 2 Early College Liaisons
- 1 Perkins Coordinator

Total: 10 employees

Educational Partnerships Enrollment



How Did We Grow?

High School Coaching Initiatives

- NC Works Career Coaches Program (funded by SBCC)
- High School Coaches

Partnership Opportunities

- High School Site Course Offerings
- NAF
- Private Schools
- Charter Schools
- Home School Association



Looking Forward

- **Increasing Student Engagement & Outreach Staff**
 - Add additional Engagement Coordinators
 - Add additional NC Works Career Coaches
- **Technology & Strategy**
 - Enhance campus engagement with Predictive Analytics (Civitas)
 - Preparing high school students for college learning earlier
- **Continuous Evaluation of Student Needs**
 - New SEM subcommittee to examine Forsyth Tech policies to reduce student barriers

