

**Unit Operational Plan**

**2024-2025**

**Name of Unit:** Enrollment Services

**Mission Statement (for the unit):** The Enrollment Services division provides quality, student-centered services that engage and support students in the following areas: Academic Advising, International Student Services, Recruiting, JeffCoach Program, Strategic Student Communication, Success/Career Coach Program, and New Student Orientation.

**Unit Goals**

Unit Goals	Unit Outcome	Institution Strategic Plan	Fundamental Principles
Increase student enrollment and retention by providing accurate and reliable information regarding the college's program offerings and resources to prospective and new students, families, and high school partners.	Recruiters will visit high schools, college fairs, and community events. Campus Tours and Open House events will be provided to students and high school counselors/administrators. Student prospects, inquiries, and applicants will be tracked in TargetX, and strategic communication will be provided. New Student Orientation opportunities will be provided.	II.A. Increase the Fall-to-Fall Retention Rate  II.C. Develop and Execute a Strategic Communication Plan	FP 3.4  FP 3.4., 3.5
Update recruitment and onboarding brochures, viewbooks, presentations, and web pages.	Prospective and new students will be provided with engaging and relevant information to help them make informed enrollment decisions and achieve success.	II.A. Increase the Fall-to-Fall Retention Rate  II.C. Develop and Execute a Strategic Communication Plan  II.E. Increase the number of awards and credentials earned by students	FP 3.4  FP 3.4, 3.5  FP 2.1, 2.2, 2.3, 2.4, 2.5
Personnel request to fill the vacant Student Support and	Coordinate New Student Orientation planning and strategic retention initiatives, to include	II.A. Increase the Fall-to-Fall Retention Rate II.E. Increase the number of awards and	FP 3.4  FP 2.1, 2.2, 2.3, 2.4, 2.5

Retention Specialist position.	supervisory responsibility for JeffCoach program.	credentials earned by students	
Expand scope of JeffCoach program to support students on Academic Probation and Financial Aid Warning as well as student referred by faculty via an Early Alert System.	Students on academic probation, financial warning, or early alert will receive timely communication and support.	II.A. Increase the Fall-to-Fall Retention Rate  II.E. Increase the number of awards and credentials earned by students	FP 3.4  FP 2.1, 2.2, 2.3, 2.4, 2.5
Maintain academic advising and success coaching case notes.	Maintaining student level advising and coaching information will provide a better picture of students' engagement and will provide valuable data for the effectiveness of our retention efforts.	II.A. Increase the Fall-to-Fall Retention Rate  II.E. Increase the number of awards and credentials earned by students	FP 3.4  FP 2.1, 2.2, 2.3, 2.4, 2.5
Develop and implement a comprehensive strategic communication plan for students from recruitment to completion.	Director of Strategic Student Communication will collaborate across departments and divisions begin implementing a strategic, comprehensive student communication plan to support enhanced enrollment, student engagement, retention, and completion rates for all learners.	II.A. Increase the Fall-to-Fall Retention Rate  II. B. Support the continued growth and enrollment of Dual Enrollment students and programs  II.C. Develop and Execute a Strategic Communication Plan  II D. Increase and Enhance support for adult learners.  II.E. Increase the number of awards and credentials earned by students	FP 3.4  FP 2.3, 2.6, 3.5  FP 3.4, 3.5  FP 1.1, 1.2, 1.3, 3.4  FP 2.1, 2.2, 2.3, 2.4, 2.5
Offer programming for international students, Global Pioneers, and Co-Curricular activities	International students will be supported as they apply and enroll, and all students will be provided	II.A. Increase the Fall-to-Fall Retention Rate	FP 3.4  FP 1.1., 1.2, 1.3, 3.4

with global engagement context (such as International Education Week).	with opportunities for global engagement.	II.D. Increase and Enhance Support for Adult Learners	
Fully Implement ACCS College Connects program (Success Coach Grant).	Success Coach will continue to build support from the College Connects program among high schools in the Jefferson State service area and will provide in-depth support for high students who participate.	II.A. Increase the Fall-to-Fall Retention Rate  II.B. Support the continued growth and enrollment of Dual Enrollment students and programs.  II.E. Increase the number of awards and credentials earned by students	FP 3.4  FP 2.3, 2.6, 3.5  FP 2.1, 2.2, 2.3, 2.4, 2.5
All Enrollment Services personnel will be provided with opportunities for relevant professional development.	Enrollment Services staff members will engage with relevant content and training to stay abreast of current best-practices/trends and to grow professionally.	IV.B. Increase opportunities for professional development for all employees	FP 3.3, 4.2, 4.3, 4.4
Support day-to-day Enrollment Services activities with necessary office supplies and technology.	Enrollment Services team members will have the supplies and technology needed to fulfill their roles and support students.	III.B. Continue to improve aesthetics and infrastructure at all locations	FP 3.1, 3.2, 4.3

**Unit Plan for the next year**

1. **Goals** – The activities through which the outcome will be achieved. Each Unit Outcome should have at least one goal.
2. **Method of Assessment** – How the unit will determine if the objective has been met.
3. **Funding/Rationale** – Provide an estimate of the cost of achieving the objective. Also, include a description of how these funds will be used to accomplish the objective.

Goal	Assessment	Funding/Rationale
Increase student enrollment and retention by providing accurate and reliable information regarding the college's program offerings and resources to prospective and new students, families, and high school partners.	The number and participation levels of on- and off-campus recruitment, on-board visits, and events will be documented. Communication sent to prospects, inquiries, and applicants will be tracked in TargetX. Student surveys will be used to assess student feedback.	Print Materials: \$15,000. Tablecloths and College Promotional Materials: \$40,000. Registration Fees for College Fairs: \$ 1,000 Hospitality for Recruitment, Onboarding, and Open House Events: \$13,000.  Total Ask: <b>\$69,000</b>
Update recruitment and onboarding brochures, viewbooks, presentations, and web pages.	Associate Dean of Enrollment Services, Director of Strategic Student Communications, and ES staff will collaborate with Community and Media Relations to update and develop an updated college viewbook, NSO presentation, NSO handbook, and corresponding web pages.	The funding requested is included in the separate goal (above) for printing.
Personnel request to fill the vacant Student Support and Retention Specialist position.	The Associate Dean of Enrollment Services will successfully hire a Student Support and Retention Specialist to coordinate New Student Orientation efforts and coordinate strategic retention initiatives.	Estimates annual salary <b>between \$45,000 - \$55,000 (salary schedule C-3) plus fringe benefits</b>
Expand scope of JeffCoach program to support students on Academic Probation and Financial Aid Warning as well as student referred by faculty via an Early Alert System.	The Associate Dean of Enrollment Services will work with JeffCoach Supervisor to identify appropriate reports and tools for identifying students and engaging them. A new Early Alert Tool will be implemented.	No additional funding requested.
Maintain academic advising and success coaching case notes,	Associate Dean of Enrollment Services will work with Advising and JeffCoach personnel to develop and implement a process for	No additional funding requested.

	managing student case notes. Plan is to use TargetX.	
Develop and implement a comprehensive strategic communication plan for students from recruitment to completion.	The Director of Strategic Student Communication will collaborate across departments and divisions to begin implementing a strategic, comprehensive student communication plan. New email and text campaigns will be built. Surveys will be used to gather feedback from students regarding communication effectiveness. The goal is 25% open rate (average) for TargetX email and text communications.	No additional funding requested.
Offer programming for international students, Global Pioneers, and Co-Curricular activities with global engagement context (such as International Education Week).	The Coordinator of International Student Services will continue to work with international students regarding enrollment issues and will also work with Global Engagement Committee and the Global Pioneers student organization to provide opportunities for all students. International Education Week programming will be provided.	<b>\$2,000</b> requested to facilitate programming and events.
Fully Implement ACCS College Connects program (Success Coach Grant).	Success Coach will establish a baseline number of participating high schools and participating students. The goal is to have at least 5 primary high school partners and 150 students in the program.	No additional funding requested.
All Enrollment Services personnel will be provided with opportunities for relevant professional development.	The Enrollment Services Unit will maintain memberships and up-to-date professional resources, will support requests for participation in relevant professional sessions/events/conferences, and will provide internal training opportunities.	Funding request: <b>\$20,000</b> . This will cover professional memberships, conference fees, and training materials to include AACRAO, Alabama Transfers, ALACRAO, ALBUG, ALSSO< CCID, ILEN, NACADA, NAFSA, NOSS, SACRAO, Study Alabama, and internal training.
Support day-to-day Enrollment Services activities with necessary office supplies and technology.	Required office supplies and furnishings will be purchased. Updated computers will be provided based on the recommendation of IT department.	Enrollment Services Office Supplies and furnishing (Jefferson and Shelby Campuses): \$8,000. Updated Computers based on IT recommendations: <span style="background-color: yellow;"> </span> : Total Ask: <b>TBD pending IT feedback</b>

