

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **DEPARTMENT PURPOSE**

The Department of Enrollment Management will assist the College in achieving its mission of nurturing and developing the whole student in a caring, Christian environment by securing institutional viability, ensuring institutional effectiveness, directing enrollment management efforts, and advancing the Christian distinctiveness of the College.

#### **OBJECTIVE 1**

The Department of Enrollment Management will assist the College in securing financial stability and viability by improving operational efficiency within each Unit.

#### **ACTION PLAN**

To achieve objective one the Department of Enrollment Management will:

- Guide the efforts of the Office of the Registrar in utilizing Web resources more fully.
- Guide the efforts of the Office of Enrollment Support Services in evaluating academic transfer credit and HOPE eligibility for incoming students in a timely and efficient manner to facilitate administrative process in other offices
- Guide the efforts of the Office of Financial Aid in improving on the timely and efficient disbursement of student funds

#### **ASSESSMENT**

The Dean of Enrollment Management will review the Enrollment Management unit reports monthly and respond in accordance.

#### **RESPONSIBILITY**

The Dean of Enrollment Management, Unit Directors

#### **TIME**

Annually

#### **RESOURCES**

Time and annually budgeted funds

#### **RELATED TO**

Institutional Goal No. 1

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2002-03**

##### **DEPARTMENT PURPOSE**

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- Guide the efforts of the Office of Financial Aid in improving on the timely and efficient disbursement of student funds

##### **RESULTS**

This department and its goals were not formulated until the 2003-04 school year.

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2003-04**

##### **OBJECTIVE 1**

The Department of Enrollment Management will assist the College in securing financial stability and viability by improving operational efficiency within each Unit.

##### **RESULTS**

- The Office of the Registrar now maintains a webpage on the BPC website in which PDF forms are available to download. In addition, through CampusWeb, a secure website, current students and faculty have the opportunity to review grades, see unofficial transcripts, class schedules, and register for classes.
- Do to restructuring the Office of the Registrar under Enrollment Management, the duties performed by the Office of Enrollment Services has been folded into the overall responsibilities of the Registrar's office.
- The Office of Financial Aid was able to improve on the timely and efficient disbursement of student aid by dispersing funding three to four days earlier than scheduled.

##### **RESPONSE**

- Continue to guide the Offices of Admissions, Financial Aid, Registrar, and Retention in strategic ways in which to utilize the BPC website and web resources to improve in operational efficiencies.
- Continue to guide the Offices of Admissions, Financial Aid, Registrar, and Retention in strategic ways to improve on streamlining processes and current computer systems.

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2004-05**

##### **OBJECTIVE 1**

The Department of Enrollment Management will assist the College in securing financial stability and viability by improving operational efficiency within each Unit.

##### **ACTION PLAN**

To achieve objective one the Department of Enrollment Management will:

- Guide the efforts of the Office of the Registrar in utilizing Web resources more fully.
- Guide the efforts of the Office of Enrollment Support Services in evaluating academic transfer credit and HOPE eligibility for incoming students in a timely and efficient manner to facilitate administrative process in other offices
- Guide the efforts of the Office of Financial Aid in improving on the timely and efficient disbursement of student funds

The Department of Enrollment Management will assist the College in securing financial stability and viability by improving operational efficiency within each Unit.

##### **RESULTS**

- The Office of the Registrar now maintains a webpage on the BPC website in which PDF forms are available to download. In addition, through CampusWeb, a secure website, current students and faculty have the opportunity to review grades, see unofficial transcripts, class schedules, and register for classes.
- Do to restructuring the Office of the Registrar under Enrollment Management, the duties performed by the Office of Enrollment Services has been folded into the overall responsibilities of the Registrar's office.
- The Office of Financial Aid was able to improve on the timely and efficient disbursement of student aid by dispersing funding three to four days earlier than scheduled.

**RESPONSE**

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- Continue to guide the Offices of Admissions, Financial Aid, Registrar, and Retention in strategic ways to improve on streamlining processes and current computer systems.

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **OBJECTIVE 2**

The Department of Enrollment Management will assist the College in achieving its goal of ensuring institutional effectiveness through an integrated planning, budgeting, and assessment process.

#### **ACTION PLAN**

The Dean of Enrollment Management will ensure that each Unit within the Department participates in an integrated planning, budgeting, and assessment process by developing department strategic plans, adhering to budgetary allocations, and assessing the effectiveness of plan results within the Program.

#### **ASSESSMENT**

The Dean of Enrollment Management will review the Enrollment Management Unit reports monthly and respond in accordance.

#### **RESPONSIBILITY**

The Dean of Enrollment Management, Unit Directors

#### **TIME**

Annually

#### **RESOURCES**

Time and annually budgeted funds

#### **RELATED TO**

Institutional Goal No. 2

**BREWTON-PARKER COLLEGE**

**DEPARTMENT OF ENROLLMENT MANAGEMENT  
SIX-YEAR STRATEGIC PLAN  
2002-03 THROUGH 2007-08**

**RESULTS & RESPONSES—2002-03**

**OBJECTIVE 2**

The Department of Enrollment Management will assist the College in achieving its goal of ensuring institutional effectiveness through an integrated planning, budgeting, and assessment process.

**ACTION PLAN**

The Dean of Enrollment Management will ensure that each Unit within the Department participates in an integrated planning, budgeting, and assessment process by developing department strategic plans, adhering to budgetary allocations, and assessing the effectiveness of plan results within the Program.

**RESULTS**

This department and its goals were not established until the following school year 2003-04.

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2003-04**

##### **OBJECTIVE 2**

The Department of Enrollment Management will assist the College in achieving its goal of ensuring institutional effectiveness through an integrated planning, budgeting, and assessment process.

##### **RESULTS**

- The Office of Admissions was able to come under budget for the 2003-2004 fiscal year
- The old 2002-03 budget for the Office of the Registrar was used as a benchmark for the newly restructured office. Since the duties of the Office of Enrollment Services were transitioned to the newly restructured Registrar's office, this first year the office was over budget. The actual dollar amounts for the 2003-'04 fiscal year have been used to develop the '04-'05 budget.

##### **RESPONSE**

- Use the 2003-'04 budget as a baseline for creating a new budget for the 2004-'05 academic year.

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2004-05**

##### **OBJECTIVE 2**

The Department of Enrollment Management will assist the College in achieving its goal of ensuring institutional effectiveness through an integrated planning, budgeting, and assessment process.

##### **RESULTS**

- The departments within the Division of Enrollment Management (Admissions, Financial Aid, Retention, and the Registrar) were able to come under budget for the 2004-2005 fiscal year
- The department within the Division of Enrollment Management (Admissions, Financial Aid, Retention, Registrar and External Programs) met weekly to assess, report and plan weekly and monthly initiatives

##### **RESPONSES**

- The Office of Enrollment Management will continue to review weekly and monthly budget reports of those departments within Enrollment Management

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **OBJECTIVE 3**

The Department of Enrollment Management will assist the College in improving enrollment through aggressive student recruitment and retention processes.

#### **ACTION PLAN**

The Dean of Enrollment Management will ensure that the College's enrollment increases to 1600 at the start of the fall 2008 semester according to the following schedule:

• <b>Fall 2003</b>	<b>1354</b>
• <b>Fall 2004</b>	<b>1408</b>
• <b>Fall 2005</b>	<b>1457</b>
• <b>Fall 2006</b>	<b>1508</b>
• <b>Fall 2007</b>	<b>1561</b>
• <b>Fall 2008</b>	<b>1600</b>

In order to reach the institutions strategic enrollment goals and based on the preceding years results and responses, the following recruitment, retention, financial aid, support services, and registrar's office initiatives will be implemented and/or added to existing efforts. The Division of Enrollment Management will:

#### **Guide the recruitment efforts in increasing student enrollment by:**

- Adding additional Admissions Counselors to the Mount Vernon campus professional staff accordingly to a prescribed ratio of Counselors to Desired Enrolled Students
- Adding External Program recruiter(s) to serve select markets and to facilitate program growth
- Developing new geographical recruitment territories based on prospective student data and other market studies
- Upgrading, expanding and integrating message-centered recruitment materials into the overall communication flow for Mount Vernon and External students
- Coordinating with the Athletic Department in conducting research and implementing new athletic teams that studies suggest a high level of student interest and recruitment capabilities
- Improving conversion and yield rates in the Admissions Funnel
- Developing off campus Post Secondary Option programs with high schools

- Developing programs that will encourage Home School and Christian High School students to visit, apply, and enroll at the College
- Transitioning the Hinesville campus to a School of Choice (SOC) due to its relation to the military constituency at Fort Stewart
- Opening an External Program site in the metro Atlanta region
- Enlarging the Savannah Program to offer additional majors, thus increasing its ability to attract and retain more students
- Developing and implementing additional online classes that are based on market needs, the College's strengths, and are flexible and attractive to students
- Redesigning, upgrading, and modernizing the College's website, fully integrating it with each phase of the recruitment process

**Guide the retention efforts in increasing student enrollment by:**

- Continuing to enhance the freshman year experience of students by improving Orientation and enhancing freshman advising
- Initiating and developing a recruit-back program for External Program students
- Retaining a growing number of students each year based on desired Fall-Fall Retention and Spring/Summer-Fall Retention rates
- Expanding academic support services by improving the learning lab and enlarging the tutoring program

**Guide the financial aid efforts in increasing student enrollment by:**

- Leveraging existing dollars against the desired enrollment of the College thus increasing new student enrollments and retaining current students
- Creating new categories in the financial aid leveraging matrix that provides stronger incentives for select students who are more price sensitive and cost competitive

**Guide the registrar's efforts in increasing student enrollment by:**

- Developing transfer and articulation agreements with targeted two-year colleges thus increasing the College's ability to attract and retain transfer students
- Impacting student satisfaction by expanding delivery of and access to student services, thereby indirectly impacting retention

As these initiatives are implemented, the enrollment of the College can be achieved according to the following schedule:

<b>Enrollment Projections</b>				
<b>Fall 2003</b>				
Fall-Fall Retention	1074	56.5%	607	
Spring/Sum-Fall Retention	270	51.0%	138	
New Mount Vernon			295	
New External Program			244	
New PSO			70	
				<b>1354</b>
<b>Fall 2004</b>				
Fall-Fall Retention	1123	58.0%	652	
Spring/Sum-Fall Retention	275	51.0%	140	
New Mount Vernon			301	
New External Program			245	
New PSO			70	
				<b>1408</b>
<b>Fall 2005</b>				
Fall-Fall Retention	1169	58.5%	684	
Spring/Sum-Fall Retention	281	51.0%	143	
New Mount Vernon			310	
New External			250	
New PSO			70	
				<b>1457</b>
<b>Fall 2006</b>				
Fall-Fall Retention	1209	59.5%	720	
Spring/Sum-Fall Retention	287	52.0%	149	
New Mount Vernon			315	
New External Program			254	
New PSO			70	
				<b>1508</b>
<b>Fall 2007</b>				
Fall-Fall Retention	1251	60.5%	757	
Spring/Sum-Fall Retention	292	52.0%	152	
New Mount Vernon			320	
New External Program			260	
New PSO			72	
				<b>1561</b>
<b>Fall 2008</b>				
Fall-Fall Retention	1296	61.0%	790	
Spring/Sum-Fall Retention	298	52.0%	155	
New Mount Vernon			322	
New External Program			261	

New PSO			72	
				<b>1600</b>

As the enrollment components are evaluated each year, new initiatives will be implemented to help reach new levels of enrollment growth. Through assessment, forecasting, inquiry analysis, and admissions data, a determination will be made regarding which initiatives need to be implemented throughout the five-year strategic period.

**ASSESSMENT**

The Dean of Enrollment Management will review reports from the various Units monthly and respond in accordance. More specifically, the following enrollment components will be measured and evaluated against previous year’s data on either a weekly, monthly or annually basis:

- **Fall-Fall Retention** (the number of non-graduating students enrolled in the previous fall semester who are enrolled in the current fall semester)
- **Spring/Summer-Fall Retention** (the number of students who began their enrollment with the College in either the spring or summer semester of the previous year who are enrolled in the current fall semester)
- **New Mount Vernon Students** (the number of students who begin their enrollment at the College in the fall and are classified as Mount Vernon students)
- **New External Program Students** (the number of students who begin their enrollment at the College in the fall and are classified as External Students)
- **Post Secondary Option Students—PSO** (the number of students enrolled through the Post Secondary Option program for high school students)

**RESPONSIBILITY**

The Dean of Enrollment Management, Unit Directors

**TIME**

Annually

**RESOURCES**

Time and annually budgeted funds

**RELATED TO**

Institutional Goal No. 3

**BREWTON-PARKER COLLEGE**

**DEPARTMENT OF ENROLLMENT MANAGEMENT  
SIX-YEAR STRATEGIC PLAN  
2002-03 THROUGH 2007-08**

**RESULTS & RESPONSES—2002-03**

**OBJECTIVE 3**

The Department of Enrollment Management will assist the College in improving enrollment through aggressive student recruitment and retention processes.

**RESULTS**

This department and its goals were not formulated until the 2003-04 school year.

## BREWTON-PARKER COLLEGE

### DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

#### RESULTS & RESPONSES—2003-04

#### OBJECTIVE 3

The Department of Enrollment Management will assist the College in improving enrollment through aggressive student recruitment and retention processes.

#### RESULTS

**Total enrollment for Fall 2003 was 1109**

#### **Admissions Funnel Report for the Week ending 8/07/2004**

Admissions Funnel	% Change '03 to '04	Fall 2004	Conversion Ratio	Fall 2003	Conversion Ratio	Fall 2002	Conversion Ratio
<b>Inquiries</b>	8.65%	4106		3779		4411	
<b>Applicants</b>	3.46%	598	14.56%	578	15.30%	520	11.79%
<b>Admits</b>	9.72%	316	52.84%	288	49.83%	261	50.19%
<b>Deposits</b>	4.13%	227	71.84%	218	75.69%	202	77.39%

- The Dean of Enrollment management was able to assist the Office of Admissions in their efforts to increase student enrollment by:
  - Increasing web-based applications and subsequently increasing enrollment
  - Increasing the number of qualified prospective students
  - Increasing the yield rates though improving on various admissions and recruitment processes.
  - Improving enrollment by creating a symbiotic relationship between Admissions, Financial Aid, Registrar, and Retention office.
  - Adding additional Admissions Counselors for Mount Vernon and External programs.
  - Updating and expanding institutional message using current recruitment materials by developing new designs, messages, and communication flow for prospective students.
- The Dean of Enrollment management was able to assist the Office of Retention in their efforts to increase student enrollment by:

- Implementing an External Recruit back Program that utilized 19 faculty and staff members calling current students and helping them to register for the next semester.
- Increasing the number of Spring/Summer – fall retention rates.
- The Dean of Enrollment management was able to assist the Office of Financial Aid in their efforts to increase student enrollment by:
  - Improving the College’s leveraging strategy using a new awarding strategy that was developed in collaboration between Financial Aid, Enrollment Management, Enrollment Services, BPC’s President, and a consultant from Noel-Levitz.
  - Identifying and developing new College scholarships.
- The Dean of Enrollment management was able to assist the Office of the Registrar in their efforts to increase student enrollment by:
  - Preparing transfer guides between BPC and five community colleges. The transfer guides will assist the Dean of Enrollment Management in the creation of Articulation Agreements.
  - Expanding delivery of and access to student services in the Office of the Registrar through the improvement of online registration, online transcript request forms, developing systems that will allow for automatic processing, and providing easier access to information through the website.

## **RESPONSE**

- Develop a new schedule for yearly enrollment goals that shows achievable increases in new student recruitment that meets institutional objectives.
  - 0) Create goals for each program area such as Mount Vernon (main campus), commuter and residential, each external site, and degree programs.
- Determine one (1) new program for either MV or EX that will have a significant impact on enrollment.
- Guide the Office of Admissions in achieving their goals for the 2004-'05 academic year:
  - 0) Increase web-based applications, subsequently increasing enrollment.
  - 0) Increase the number of qualified prospective students.
  - 0) Increase the yield rates though improving on various admissions and recruitment processes.
  - 0) Develop a plan for recruiting Accel (formally known as PCO) students beginning Spring 2005.
  - 0) Improve enrollment by creating a symbiotic relationship between Admissions, Financial Aid, Registrar, and Retention office.

- Guide the Office of Retention in achieving their goals for the 2004-'05 academic year:
  - 1) Create new and achievable retention goals that will include populations such as Freshman to Sophomore (1<sup>st</sup> semester to 3<sup>rd</sup> semester), student athletes, and Learning Assistance courses.
  - 0) Create a new Retention Action Plan that promotes *Student Success* through Orientation, the Freshman Year Experience Program, Learning Assistant Courses, Tutoring Programs, New Student Recruitment Practices, Freshman Advising, Residential Life, and Recruitback.
- Guide the Office of the Registrar in achieving their goals for the 2004-'05 academic year:
  - 0) Setup the automatic degree audit function that will allow students to analysis their degree plan and remaining coursework.
  - 0) Develop additional transfer agreements with other two year colleges throughout GA, northern FL, and the southern portion of South Carolina.
  - 0) Adhere to the newly created budget.
  - 0) Develop additional ways to better utilize secure and non-secure online services to support BPC students, faculty and staff.
- Guide the Office of Financial Aid in achieving their goals for the 2004-'05 academic year:
  - 0) Improve the timely disbursement of funds to students.
  - 0) Develop new or modify existing leveraging strategies to increase enrollment
  - 0) Identify new scholarship strategies that will have a positive impact on enrollment.
  - 0) Develop new and improved ways to meet the financial needs of prospective and current students.

**BREWTON-PARKER COLLEGE**

**DEPARTMENT OF ENROLLMENT MANAGEMENT  
SIX-YEAR STRATEGIC PLAN  
2002-03 THROUGH 2007-08**

**RESULTS & RESPONSES—2004-05**

**OBJECTIVE 3**

The Department of Enrollment Management will assist the College in improving enrollment through aggressive student recruitment and retention processes.

**RESULTS**

- The Division of Enrollment Management assisted in the creation of new enrollment goals
  - Due to the initial enrollment goals not being met the Division of Enrollment Management in conjunction with other departments has established a new set of enrollment goals.
  -

Enrollment Projections				
<b>Fall 2003</b>				
Fall-Fall Retention				
Spring/Sum-Fall Retention				
New Mount Vernon				
New External Program				
New PSO				
				<b>1109</b>
<b>Fall 2004</b>				
Fall-Fall Retention	1109	65.19%	723	
New Mount Vernon			271	
New External Program			124	
New PSO			18	
				<b>1136</b>
<b>Fall 2005</b>				
Fall-Fall Retention	1136	64.70%	735	
New Mount Vernon			261	
New External			134	
New PSO			52	
				<b>1182</b>
<b>Fall 2006</b>				

Fall-Fall Retention	1182	65.00%	768	
New Mount Vernon			274	
New External Program			161	
New PSO			55	
				<b>1258</b>
<b>Fall 2007</b>				
Fall-Fall Retention	1258	65.00%	818	
New Mount Vernon			288	
New External Program			201	
New PSO			57	
				<b>1364</b>
<b>Fall 2008</b>				
Fall-Fall Retention	1364	65.00%	886	
New Mount Vernon			302	
New External Program			251	
New PSO			60	
				<b>1500</b>

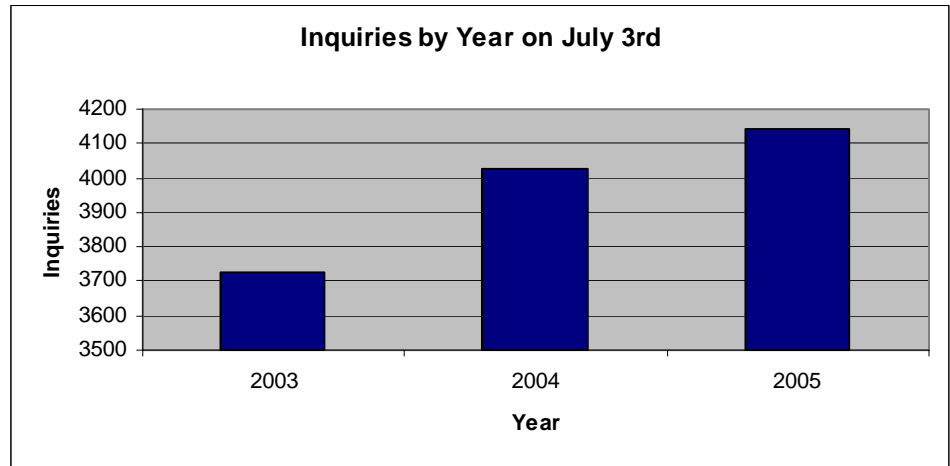
- The Division of Enrollment Management led the research and assisted in the creation of a degree program that increased student enrollment
  - To help increase enrollment, a new program was created for our external sites that works with adult learners. This program currently has 88 new students taking classes at the Savannah Campus. Other sites are being projected for future growth.
  
- The Dean of Enrollment management was able to assist the Office of Admissions in their efforts to increase student enrollment by:
  - Hiring a new Director of Admissions who has provided solid leadership and management for the office and has improved the Admissions office relationship with other strategic enrollment offices on campus

**Admissions Funnel Report for the Week Ending 7/03/2005**

	<b>Fall 2005</b>	<b>Conversion</b>	<b>Fall 2004</b>	<b>Conversion</b>	<b>% Change</b>
<b>Inquiry</b>	4144		4024		2.9%
<b>Applied</b>	601	14.5%	503	12.5%	2%
<b>Accepted</b>	270	45%	270	53.7%	-8.7%
<b>Deposited</b>	145	53.7%	144	53.3%	.4%

- Increasing total enrollment for Fall 2004 by 27 more students than fall 2003
- Increasing web-based applications and subsequently increasing enrollment

- Increasing the number of qualified prospective students as seen on July 3<sup>rd</sup> of each year beginning with 2003 – 2005.



- Increasing the yield rates for inquiry to applied and for accepted to deposited though improving on various admissions and recruitment processes
- Improving enrollment by continuing to foster a symbiotic relationship between Admissions, Financial Aid, Registrar, and Retention office
- Adding an additional Admissions Counselors for the External programs
- Creating a plan to recruit additional ACCEL students by working with accredited private Christian high schools and offering ACCEL classes at their site
  - ✓ Brewton-Parker College currently offers ACCEL classes at Eagles Landing Christian Academy. A total of 15 students are taking classes at this location.
- Updating and expanding institutional message using current recruitment materials by developing new designs, messages, and communication flow for prospective students
- The Dean of Enrollment management was able to assist the Office of Retention in their efforts to increase student enrollment by:
  - Implementing an External Recruitback Program that utilized 24 faculty and staff members calling current students and helping them to register for the next semester.
  - Increasing the number of First Time Student by major who retained from 2004-05 in Mount Vernon and off-campus.
  - Identifying a specific area in which the retention was below the national averages. In addition, the identification of this issue led to the hiring of a new Director of Learning Assistance.

- The Dean of Enrollment management was able to assist the Office of Financial Aid in their efforts to increase student enrollment by:
  - Fine-tuning the College's leveraging strategy using an adjusted awarding strategy that was developed in collaboration between Financial Aid, Enrollment Management, Enrollment Services, BPC's President, and a consultant from Noel-Levitz.
  - Identifying and developing new College scholarships for freshman students
- The Dean of Enrollment management was able to assist the Office of the Registrar in their efforts to increase student enrollment by:
  - Providing guidance in the development of an evaluation rubric for reviewing transferability of courses taken at non-accredited institutions
  - Providing guidance in the presentation of information to the Academic Council regarding the IB program and A-level British exams. That information resulted in the faculty's allowing exam results to be considered for college credit based on recommendation by the appropriate division chair. This change makes the College more competitive with students who have earned secondary credit by either of these methods.
  - Agreeing with the assessment that activating the audit function is not the most pressing or advantageous project at this time freeing up time to concentrate on other projects that will give greater emphasis in growing enrollment

## RESPONSES

- To continue growing enrollment the Office of Enrollment Management will:
  - Determine one (1) new program for either MV or EX that will have a significant impact on enrollment
  - Develop five (5) articulation agreements with area two- and four-year colleges
- Guide the Office of Admissions in achieving their goals for the 2005-'06 academic year:
  - 1) Increase web-based applications, subsequently increasing enrollment.
  - 2) Increase the number of qualified prospective students.
  - 3) Increase the yield rates though improving on various admissions and recruitment processes.
  - 4) Develop a plan for recruiting Accel (formally known as PCO) students beginning Spring 2005.
  - 5) Improve enrollment by creating a symbiotic relationship between Admissions, Financial Aid, Registrar, and Retention office.

- 6) Develop a plan for recruiting out-of-state students
  - 7) Develop a strategic plan to recruit adult learners for our External and Cohort Programs
- Guide the Office of Retention in achieving their goals for the 2005-06 academic year:
    - 1) Assist the new Director of Learning Assistance in increasing the success rate of students passing the LA programs to that closer to the national average.
    - 2) Increase the First Year Student Retention Rates by 5% each year over the next three years.
    - 3) Analyze First Year Student Retention Rates by Sports programs and determine a new strategy for recruiting and retaining student athletes.
    - 4) Create a new Retention Action Plan that promotes *Student Success* through Orientation, the Freshman Year Experience Program, Learning Assistant Courses, Tutoring Programs, New Student Recruitment Practices, Freshman Advising, Residential Life, and Recruitback.
  - Guide the Office of the Registrar in achieving their goals for the 2005-'06 academic year:
    - 1) Develop additional transfer guides that will aid in developing articulations agreements
    - 2) Develop tools to access credit from non-accredited institutions while maintaining BPC's commitment to academic integrity
    - 3) Seek the establishment of an academic policy for assessing transfer credit acceptability from non-accredited institutions.
    - 4) Consider activation of the audit function when funds and IT schedules permit
    - 5) Establish a process for providing secure web access to new students in a timelier manner.
  - Guide the Office of Financial Aid in achieving their goals for the 2004-'05 academic year:
    - 1) Continue to improve the timely disbursement of funds to students.
    - 2) Develop new or modify existing leveraging strategies to increase enrollment in the transfer and adult student markets
    - 3) Identify new scholarship strategies that will have a positive impact on enrollment.
    - 4) Develop new and improved ways to meet the financial needs of prospective and current students.

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **OBJECTIVE 4**

The Department of Enrollment Management will assist the College in advancing its Christian distinctiveness consistent with the college's mission.

#### **ACTION PLAN**

The Dean of Enrollment Management will ensure that each Unit within the Department utilizes language in unit brochures and on the institution web site that clearly identifies the College's Christian mission.

#### **ASSESSMENT**

The Dean of Enrollment Management will review all new materials in which the Units create and respond in accordance.

#### **RESPONSIBILITY**

The Dean of Enrollment Management, Unit Directors

#### **TIME**

Annually

#### **RESOURCES**

Time and annually budgeted funds

#### **RELATED TO**

Institutional Goal No. 5

**BREWTON-PARKER COLLEGE**

**DEPARTMENT OF ENROLLMENT MANAGEMENT  
SIX-YEAR STRATEGIC PLAN  
2002-03 THROUGH 2007-08**

**OBJECTIVE 4**

The Department of Enrollment Management will assist the College in advancing its Christian distinctiveness consistent with the college's mission.

**ACTION PLAN**

The Dean of Enrollment Management will ensure that each Unit within the Department utilizes language in unit brochures and on the institution web site that clearly identifies the College's Christian mission.

**RESULTS**

This department and its goals were not formulated until the 2003-04 school year.

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2003-04**

##### **OBJECTIVE 4**

The Department of Enrollment Management will assist the College in advancing its Christian distinctiveness consistent with the college's mission.

##### **RESULTS**

During the annual creation of promotional materials new language and visuals were and/or are being considered that will enhance the readers understanding of the Christian distinctiveness of Brewton-Parker College. The College view book, Website, newspaper & radio advertisements, and communication flow letters have been updated to better represent BPC's Christian distinctiveness.

##### **RESPONSE**

Continue to integrate new language and visuals into promotional and informational materials that enhance the readers understanding of Brewton-Parker College as a Christian institution.

## **BREWTON-PARKER COLLEGE**

### **DEPARTMENT OF ENROLLMENT MANAGEMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2004-05**

##### **OBJECTIVE 4**

The Department of Enrollment Management will assist the College in advancing its Christian distinctiveness consistent with the college's mission.

##### **RESULTS**

- Divisional brochures for the Business, Christianity, Music, and Education were created using visual images and language that advances the Christian distinctiveness of Brewton-Parker College.
- Newspaper advertisements
- A new display was created that represented the College educational and Christian heritage.
- Communication letters from the Office of Admissions were updated using language that better communicated our College's commitment to Christian education.

##### **RESPONSES**

Continue to integrate new language and visuals into promotional and informational materials that enhance the readers understanding of Brewton-Parker College as a Christian institution.