

## BUILD COLLEGE-BASED MARKETING & RECRUITING PLANS TO SUPPORT DISTRICT ENROLLMENT GOALS

### DESCRIPTION:

IECC has made a significant investment in the Office of Admissions and Records by hiring four college-based Admissions Representatives. The market for recruiting and enrolling students is changing rapidly, and IECC understands the importance of being more strategic and proactive in our enrollment management efforts. Marketing & Recruiting Plans (MRPs) are the blueprints that direct our prospective student enrollment management efforts and inform us where and how much investment (time, effort, finances) will be necessary to achieve our goals. Each IECC College has established a cross-functional enrollment management team to be led by the College Admission Representative assigned to that campus. This team is to develop an annual MRP that demonstrates the strategies it will engage to reach the enrollment targets approved by the SEPC. The MRP will include strategies and timelines that will be used to reach all identified student types - traditional, non-traditional, in-district, out-of-district, out-of-state, and international. The plans should address every activity and communication that moves a student from identification to application to enrollment.

### ALIGNMENT:

Strategic Pillar 3.1      Manage student enrollment

### RATIONALE:

We believe managing our student enrollment is essential for the following reasons:

- The enrollment cliff of 2035 is increasing the level of competition to recruit college students.
- IECC has seen significant enrollment declines in the last 12 years – particularly in career & technical education.
- Enrollment management is an effort that all members of the organization must be committed to participating in. The development of MRPs improves communication, frames expectations, and demonstrates places where faculty and staff alike can engage.
- Personnel constraints in both OAR and Marketing and Public Information necessitates good communication and the establishment of time-bound goals and deadlines.
- The development of good MRPs necessitates a review of internal enrollment patterns (program viability), student interests, and workforce needs.
- Well developed MRPs will demonstrate to senior leadership where additional resources (scholarships, tuition discounts, targeted communication efforts, etc.) need to be made.

### TARGET:

Return IECC to 2018 enrollment levels by the start of AY25. Led by **Amber Malone**, the Office of Admissions and Records will submit AY24&25 MRPs to the Strategic Engagement Planning Council by January 2023.

### TIMELINE OF STRATEGIES:

