**Presenter:** Audra Begg

Central Piedmont Community College

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[audra.begg@cpcc.edu](mailto:audra.begg@cpcc.edu)

**Stream & Format**: *Student Success Forum*

**Title:** Offering Priority Registration to High School Seniors

**Description**

To address declining enrollment statistics nationwide, Admissions, Outreach, and Enrollment Management Departments will learn how strategically recruiting local high school seniors, offering them an abbreviated enrollment process and a priority registration opportunitycan increase enrollment.

**Presentation Plan**

*Objectives*:

A). Explain the purpose and design of CPCC’s priority registration program for high school seniors; B). Provide schools with a template and time to discuss its application to their institution; C). Provide contacts and resources for further consultation.

*Introduction*

**Ask audience what they hope to gain/why they chose this session**

**Purpose of College Connection**: A priority registration opportunity offered to local high school seniors (a capped amount) who complete an abbreviated enrollment process.

**Discuss CPCC’s College Connection Design** (Logistics and Components):

* Three (3) recruiters each have 8 schools; 2 recruiters each have one school
* Responsible for our designated schools: Presentations/(bi)monthly visits, career and college fairs; CDC/counselor presentation; staff meetings; CIS
* Priority registration components: Application, Testing or Test Waiver, Registration

**Guided-Independent Practice (20 min)**

5 minutes: to discuss questions, provide contact information. Collect sign in sheet.

**Provide handouts:**

* Timeline Handout and
* Template (F/B) for attendees to use to develop their own *College Connection Program* for their individual school.
* 15-20 min collaboration session with their peers directly after learning about how CPCC operates its program will inspire “in the moment” creativity and ideas.

**Closure**

Provide contact information on screen and cards. Collect sign in sheet.

**Monthly Pacing Guide for Priority Registration Events**

July

* Prepare/configure Sharepoint or other management software for upcoming season.
* Determine Multiple Measures exemptions with Registrar and Records.
* Consult with ITS about making arrangements for Priority Registration.
* Recruiters finalize the roster of updated contact information for counseling staff at each school.
* Schedule meetings with each school’s counseling department, Career Development Coordinator (CDC) and support staff within the first month of the school year.

August

* Meet with counselors, CDC’s and support staff (i.e. Communities in Schools) to share your college’s resources (provide folders).
* Determine, based on individual school population, if lunch visits, presentations (or a combination) will be most effective at each school.
* Create a roster of senior level English teachers and send emails to schedule presentations at appropriate schools, or schedule (bi) monthly visits with your school contact.
* Secure database from public school system with contact information for seniors.
* Begin calling seniors to introduce yourself, determine post-high school plans, and remind potentials students and families of your college’s presence and resources.
* Create a Priority Registration (PR) Committee. Committee selects and schedules placement test dates during public school system teacher work days and select Saturdays, October-March. Reserve rooms for, and assign staff members to, fall test dates.

September

* Begin English class presentations or (bi) monthly visits to schools.
* Program Director plans and schedules Priority Registration (PR) dates (in April) for each of your participating high schools, and communicates directly with schools about logistics.
* Continue calling and emailing interested and potential students.

October-December

* Host Priority Registration & Scholarship Information Sessions for parents (Oct., weekly).
* Committee meets separately with Financial Aid and Advising to create a consistent agenda for PR day, and design the Advising Sheet template (mail merge formatting).
* Continue with monthly visits, presentations, and calling interested and potential students;

email students to encourage their application and completion of testing/test waiver.

* Attend career and college fairs at designated schools and community events (e.g. libraries).
* Begin testing on Saturdays and teacher workdays (your discretion).

January

* Host Priority Registration & Scholarship Information Sessions for parents (January, weekly).
* Reserve rooms for spring placement test dates.
* Schedule Round 2 of English class presentations and monthly visits to cover second semester students, and presentations to targeted/interested students.
* Meet with Financial Aid and Advising to confirm the Priority Registration agenda and procedures; finalize make up dates for May (offer 3-4 dates).
* Focus recruiting on “interested” students (interest cards), via phone, email, strategic visits.
* Strategically offer testing at specific high schools where necessary, January-early February.
* Continue school visits, English presentations, and personal follow-up about students’ progress through the enrollment steps.
* Continue placement testing on Saturdays/teacher workdays and calling interested students.
* Schedule Advising presentations (per school) in February to provide information to students before registration.

February

* Secure finalized first semester transcripts from students who meet Multiple Measures.
* Complete Round 2 of presentations by mid-month.
* Continue contacting interested students to encourage completion of enrollment steps.
* Finish school-site testing by mid-month.
* Attend Advising presentations at each school to confirm students’ program choices and verify students have created his/her Login and email account.

March

* Finalize PR rosters per school as much as possible: confirm students’ plan to attend your institution, and their completion of enrollment steps.
* Mid-month, conduct a Committee meeting with all involved constituents to review and impress the consistent coverage of agenda items on PR day.
* Provide Financial Aid with student ID #’s for personalized Financial Aid report preparation.
* Create advising sheets via mail merge template to input individual students’ scores.
* Digitally submit advising sheets to Advisors by the end of the month for the schools scheduled to register during the first week of April.

April

* Prepare daily for PR (Notify Registrar; Advising sheets, Informer reports).
* PR Days: Register seniors on campus or at their high school; provide students with personalized Financial Aid reports; remind of the remaining steps (payment, residency).
* Notify absentee students of make-up dates in May (if applicable).

May

* Call and email students who missed PR Day; remind absentees to sign-up (via Google Doc) for make-up registration dates this month, (offer 3-4 dates).
* PR Make-up Days: Register seniors on your campus(es).
* Remind students to finalize their FAFSA for mid-July payment deadline.

June-July (*Close the Loop*)

* Follow up with students who were interested but did not attend (Express Registration?).
* Remind students to finalize their FAFSA or financial information to meet the mid-July payment deadline and verify their in-state residency status.
* Hold a department meeting to reflect upon the process, timeline, etc. and revise where necessary to improve the process!

**How to Offer Priority Registration for Seniors at *Your College*!**

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| **Organizational Structure and Contacts** | **Recruiting Considerations** |
| List who you might contact per area?   * *ESS, Admissions, O&R:* * *First Year Experience:* * *Financial Aid:* * *Advising:* * *Registrar & Records:* * *Testing:* * *ITS:* * *Other constituents?* | *Number of high schools (large, small)*  *Senior Class sizes (equitable distribution)*  *School demographics*  *Number of recruiters*    *School assignment strategy?*  *Consistent school presence throughout the year?*  *Best approach for each school?*  *How to determine capped number to register per school?* |
| **Appeal & Barriers** | **Creative Recruiting (Tools) Recommendations** |
| *How could you abbreviate your enrollment process?*  *Are placement test waiver guidelines established?* | Digital/e-interest card  Paper Follow Up card  Handouts (enrollment steps, flyers)  Multiple measures procedure  Sharepoint/software  Email analytics (recommended)  *Senior Experience*  Website update |
| **Selling it** | **Pacing/Timeline** |
| Ideas of how to sell this idea to constituents/departments who may oppose it  (e.g. low hanging fruit) | How is yours similar or different?  Factors to consider  (e.g. Peak Advising & Registration) |