

**SUMMARY OF RECOMMENDATIONS FROM SEM WORKS CONSULTING REPORT  
APRIL 2005**

**NOTE: Responsible Group designations are DRAFT recommendations only, to be discussed by the Enrollment Management Task Force**

<b>Item</b>	<b>Page #</b>	<b>Recommendation</b>	<b>Priority</b>	<b>Responsible Group</b>	<b>Status/Comments</b>
1.	Page 32	Ensure food is accessible prior to start of evening and weekend classes	Critical	Admin. Services	
2.	Page 20	Import SAT scores as inquiries	Critical	Admissions	Done
3.	Page 20	Obtain inquiry information from all Admissions Office walk-ins	Critical	Admissions	Has begun
4.	Page 28	Register as many new students as possible in ORT in their first semester	Essential	Advisors	
5.	Page 23	Remember the audience in all communications and publications	Essential	All	
6.	Page 30	Improve staff satisfaction	Essential	All	
7.	Page 13	Define brand identity	Essential	Consultant/Marketing	
8.	Page 36	Fully utilize Cognos	Essential	CX Users Group or Tech Committee	
9.	Page 29	Engage in course demand analysis	Essential	Data, Enrollment, and Educ. Prog.	
10.	Page 31	Teach courses throughout the day, evening and week	Critical	Educ. Programming	
11.	Page 31	Offer degree/cert programs that can be completed at night or on weekend	Critical	Educ. Programming	
12.	Page 31	Provide two-year schedule of courses so students can plan accordingly	Critical	Educ. Programming	
13.	Page 31	Reduce time to degree using non-traditional course offerings	Critical	Educ. Programming	
14.	Page 31	Increase availability of on-line and blended-delivery	Critical	Educ. Programming	

		courses			
15.	Page 28	Expand/redesign ORT to meet needs of all entering credit students	Essential	Educ. Programming	
16.	Page 20	Establish mechanism for all campus offices to capture prospect data and forward it to Admissions	Critical	Enrollment	
17.	Page 29	Reinstate Health Services, Career Exploration, Spring & Summer Orientations	Desired	Enrollment	Orientation committee has been formed
18.	Page 32	Train staff in each student service area to serve as generalists to avoid runaround. Establish protocols for handling various situations.	Desired	Enrollment	
19.	Page 37	Resolve risk in use of social security numbers rather than id numbers	Desired	Enrollment	Already using id #, not sure about this
20.	Page 38	Purchase fireproof file cabinets or a vault.	Desired	Enrollment	
21.	Page 17	Build a communications plan	Essential	Enrollment	
22.	Page 30	Financial aid refunds should be available for the first day of school	Essential	Enrollment	Not reasonable for this population. Maybe consider earlier than current practice
23.	Page 30	Financial aid awards should begin to be sent by mid-March	Essential	Enrollment	Only possible when fees are set
24.	Page 34	Engage in an operational analysis mapping business process to Jenzabar	Essential	Enrollment	
25.	Page 34	With each staff vacancy restructure to make more technically oriented	Essential	Enrollment	
26.	Page 24	Improve the campus visit experience	Essential	Enrollment and Facilities	
27.	Page 31	Provide convenient services online 24/7 and through extended office hours	Critical	Enrollment and Student Success	
28.	Page 28	Develop integrated plan to engage students prior to initial enrollment with developmental advising	Essential	Enrollment and Student Success	
29.	Page 37	Require students to use QCC email accounts	Essential	Enrollment and Tech Committee	

30.	Page 19	Vary communications – who is it sent from and medium through which it is sent	Critical	Enrollment w/ all	
31.	Page 34	Hire an on-line creative designer for Enrollment and Student Services	Essential	Enrollment with Marketing	
32.	Page 38	Ensure appropriate system back-ups are occurring, redundancy occurs and information is stored in a separate location	Desired	IT	
33.	Page 33	Make automation an institutional priority	Critical	IT and Enrollment	
34.	Page 34	Invest heavily in Jenzabar staff training	Essential	IT and Enrollment	
35.	Page 35	Utilize project management for IT needs	Essential	IT staff with Users Group as advisors	
36.	Page 35	CX Users Group should recommend IT priorities to senior staff	Essential	IT with CX Users Group	
37.	Page 36	Establish a Jenzabar Security Committee	Essential	IT with CX Users Group	
38.	Page 21	Web policy and use of new web design	Critical	Marketing	
39.	Page 37	Web site must become ADA compliant. Develop web accessibility policy	Desired	Marketing	
40.	Page 21	Create emotional appeal in collateral materials – personalize for the audience	Essential	Marketing	
41.	Page 22	Determine how effectiveness of promotional activity will be measured	Essential	Marketing	
42.	Page 22	Create production timeline	Essential	Marketing	
43.	Page 22	Invest in quality photography	Essential	Marketing	
44.	Page 23	ALL publications should be printed on quality paper	Essential	Marketing and all	
45.	Page 23	Organize sequencing of publications and web pages from general to specific. Copy should flow smoothly and convey a clear and concise message. The vehicle should be engaging and possibly entertaining	Essential	Marketing and all	
46.	Page 22	Begin production phase of promotional pieces with a written marketing objective	Essential	Marketing with all	

47.	Page 23	Coordinate publications, ads, web pages with common design elements	Essential	Marketing with all	
48.	Page 28	Develop intervention system for students identified in their first semester as at risk (thru ORT)	Essential	Student Success	
49.	Page 36	Determine strategy and needed infrastructure to support needs of on-line learners and needs for tech support	Essential	Student Success	
50.	Page 27	Identify high-risk courses and protect first-year students from these courses	Essential	Student Success and Educ. Programming	
51.	Page 26	Create infrastructure and services necessary to meet the needs of the students	Critical	Student Success and Enrollment	
52.	Page 27	For 100 and 200 level high risk courses, assign a Supplemental Instruction Leader	Essential	Student Success or Educ. Programming	

? page 14-15, five tactics to be employed

*Updated 6/23/2005*