

Enrollment Management Committee Updates

Western Nevada College
JW Lazzari & Dr. Georgia White



Committee Members

Angela Holt, ACCEL

Cathy Fulkerson, IRE

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Georgia White, PAT

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Joshua Fleming, Instructional Innovation

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Niki Gladys, Institutional Advancement

Piper McCarthy, Counseling

Quentin Blue Horse, Computing Services

Rachael Schneider, Rural Outreach/Development

Rebecca Bevans, Psychology

Ron Belbin, Library

Scott Morrison, LA

Steve Yingling, Public Information

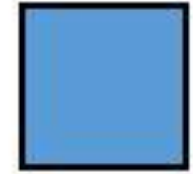
Coral Lopez, CFO

Winnie Kortemeier, Geology

Committee Meeting Structure



Short Term



Long Term

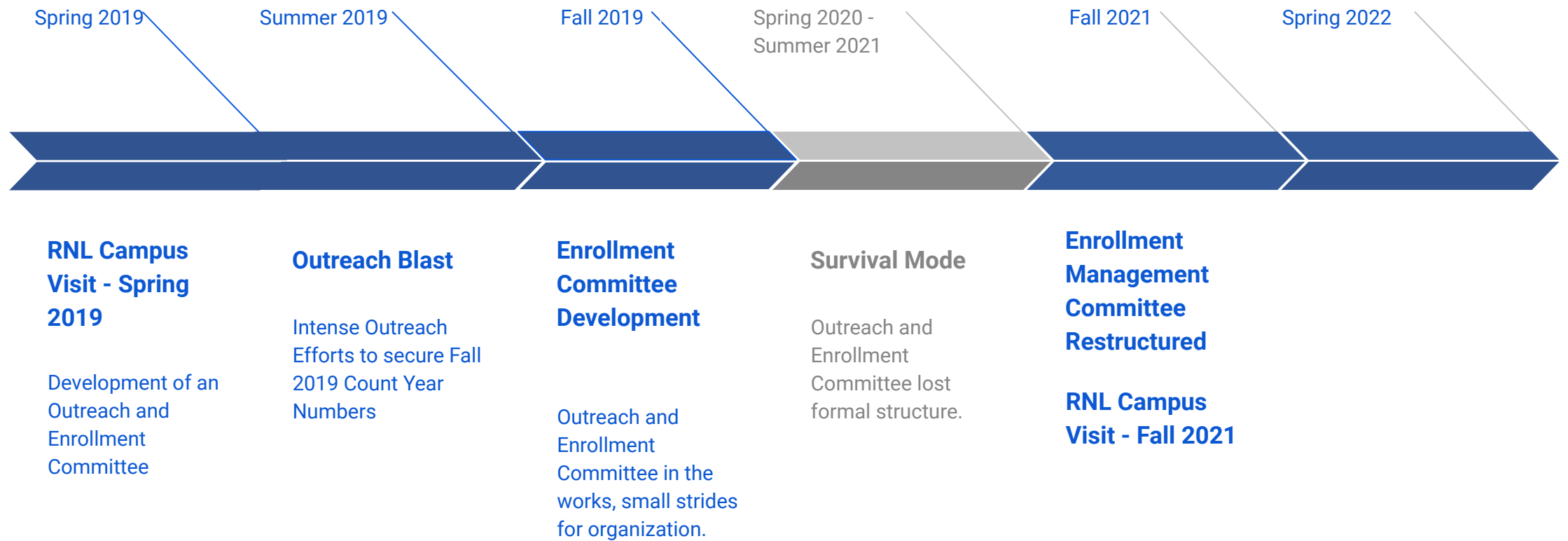


Both

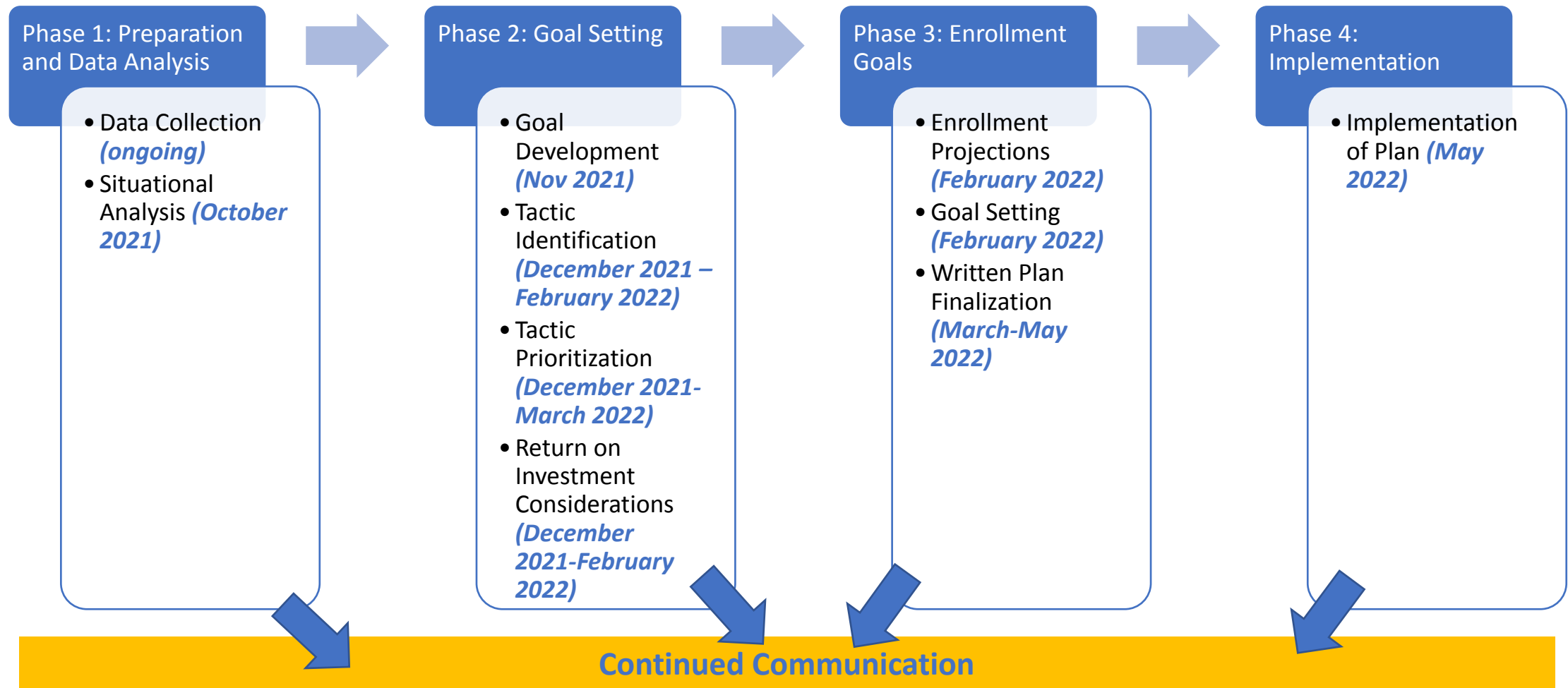
Each week the committee addresses short term enrollment issues and work on developing long term strategic enrollment plans.

Enrollment Management is
everyone's job....

Where did we start...



Strategic Enrollment Planning Phases/Timeline



Phase 1: Data Collection

- [Enrollment Dashboard – Westnet](#)
- [Enrollment Map – Westnet](#)
- [Application to Enrollment – Westnet](#)
- [Graduation Dashboard – Westnet](#)
- [Retention Dashboard \(YEAR to YEAR\) - Westnet](#)
- [Persistence Dashboard \(Semester to Semester\) – Westnet](#)
- [WNC Quick Facts – Westnet](#)
- [Other Data Collection Items/Reports](#) -
 - Course Success Rates, Student Access and Success Reports, Program Review Metrics

Phase 1: Situational Analysis

Nevada

The competition factor



	In-state Counts	Percentage	Rank
2021-22 High School Seniors*	31,610		34th
Institutions of Higher Education**	25		40th
College Continuation***	20,508	64.9%	47th
Leave the State to Go to College***	4,333	13.7%	29th

	In-state Freshman***	Estimated Market Share^
Largest Institutions***		
College of Southern Nevada	6,140	29.94%
University of Nevada-Las Vegas	3,345	16.31%
University of Nevada-Reno	2,689	13.11%
Truckee Meadows Community College	1,495	7.29%
Western Nevada College	543	2.65%

Remaining Students	Remaining Institutions	Students Per Institution
1,963	20	98

Sources:
 *Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu
 **National Center for Education Statistics, IPEDS, 2020
 ***National Center for Education Statistics, Freshman Migration Data for 2018-19



Funnel trends

WNC enrollment statistics

Total enrollment	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Undergraduate	3569	3641	3327	3702	*3662



* Source-WNC Preliminary Enrollment Report Day 27

Phase 1: Situational Analysis

Factors in the decision to enroll

Community colleges

Enrollment factors rated for community colleges	Importance
Cost	85%
Financial aid	79%
Academic reputation	73%
Geographic setting	64%
Personalized attention prior to enrollment	61%
Campus appearance	57%
Size of institution	55%
Recommendations from family/friends	52%
Opportunity to play sports	33%

Percentages indicate the proportions of "important"/"very important" scores



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2019 National Student Satisfaction and Priorities Report

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Factors in the decision to enroll

Online/Adult learners

Enrollment factors rated for online learners	Importance
Convenience	94%
Work schedule	91%
Flexible pacing for completing a program	91%
Program requirements	86%
Cost	84%
Reputation of institution	84%
Financial assistance available	83%
Ability to transfer credits	83%
Future employment opportunities	81%
Distance from campus	62%
Recommendations from employer	59%

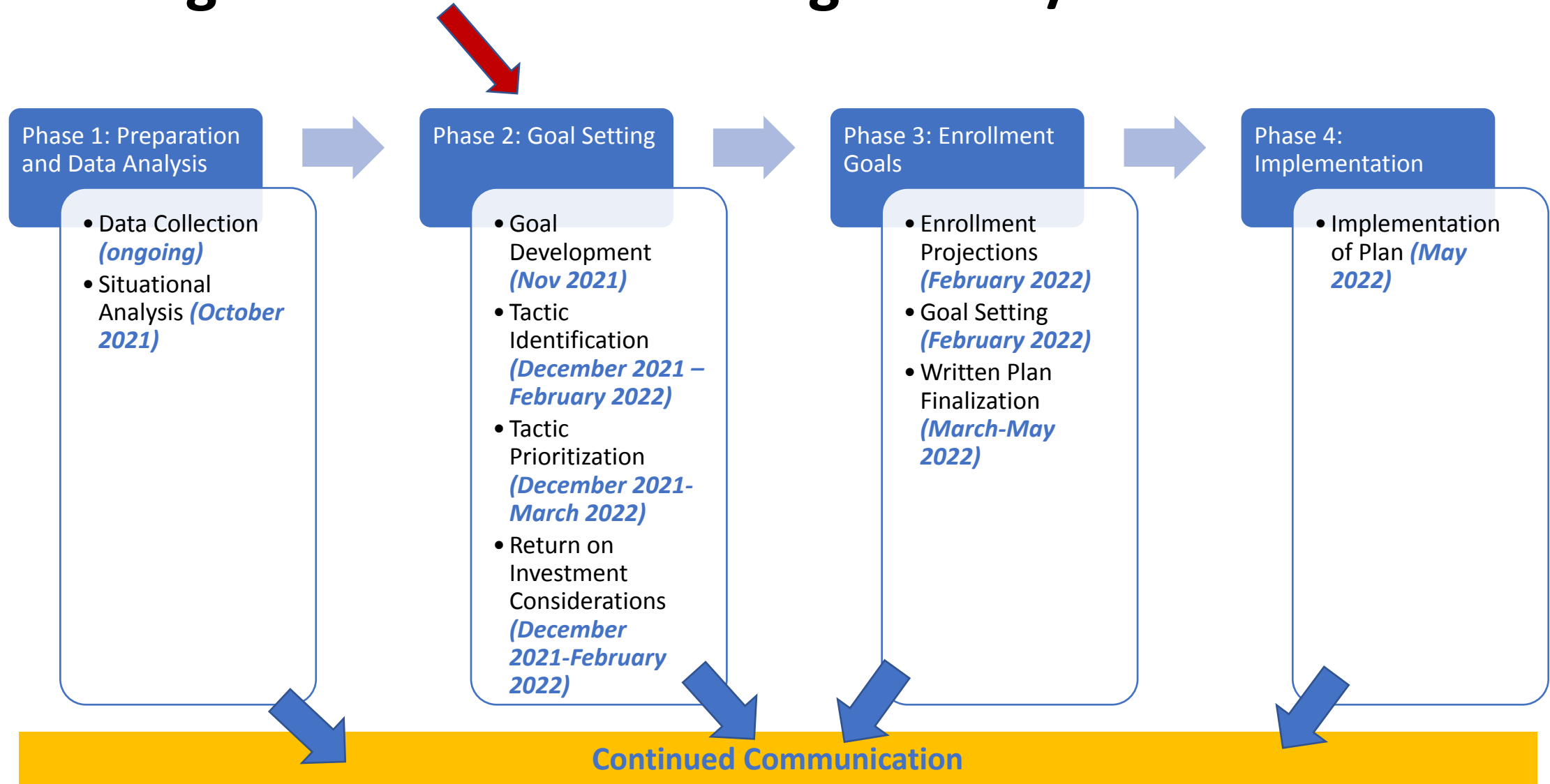
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2019 National Student Satisfaction and Priorities Report

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Strategic Enrollment Planning Phases/Timeline



Phase 2: Goals



- 1. Identify and Maximize Academic Programs with opportunity for diversifying enrollment growth.**
- 2. Grow/Foster the Workforce Development ecosystem.**
- 3. Develop a culture of student support, belonging, success, and completion.**
- 4. Maximize enrollment through strategic integrated communication.**

Phase 2: Tactic List with ROIs



Strategic Tactic: Website Redesign	
Theme Alignment:	Maximize enrollment through strategic integrated communication.
Timeline:	RFP in June 2022 and project completed 2024-25
Team Members:	Niki Gladys, Rachael Schneider
Anticipated Investment:	1 FTE Web Developer, \$50,000 to outsource design and search engine optimization, plus \$5,000/year server maintenance and hosting
Anticipated Impact (ROI):	High Cost/High Impact; FY26-27 est. net income: \$ 460,488; National best practice
Measurement Tools:	Annual increase in new students enrolled

https://docs.google.com/document/d/1c9rc-TJdhdLOJxFvUjppqfN_02mRKZ5u2nGoTYRm98/edit?usp=sharing



Phase 2: Tactic Prioritization: Level 1

- **Web Redesign**
 - ROI: high cost/high impact
 - FY 26-27 est. net income \$460,488
 - National Best Practice
 - EM Goals: 4
 - NSHE Goals: Access, Success, Close Achievement Gap, Workforce

- **First Year Experience**
 - ROI: low cost/moderate impact
 - FY 26-27 est. net income \$49,932
 - National Best Practice
 - EM Goals: 3
 - NSHE Goals: Access, Success, Close the Achievement Gap

Phase 2: Tactic Prioritization: Level 1

- **BAS Organization & Project Management Program Enhancements**
 - ROI: high cost/High impact
 - FY 26-27 est. net income: \$322,480
 - Already in progress, needs more support
 - EM Goals: 1, 2
 - NSHE Goals: Access, Success, Workforce
- **WNC Experience**
 - ROI: low-moderate cost/moderate impact
 - FY 26-27 est. net income: \$41,574
 - Already in progress, needs more support
 - EM Goals: 3
 - NSHE Goals: Success

Phase 2: Tactic Prioritization: Level 1

- **Online ASL and Deaf Studies Certificates and Degrees**
 - ROI: low cost/moderate impact
 - FY 26-27 est. net income: \$73,025
 - Already in progress, needs more support
 - EM Goals: 1, 2
 - NSHE Goals: Access, Success, Close the Achievement Gap, Workforce

Phase 2: Tactic Prioritization: Level 2

- **Academic Coaching Coordinator**
 - ROI: moderate cost/high impact
 - FY 26-27 est. net income: \$12,331
 - RNL Best Practice
 - Already in process, needs full support
 - Needed for First Year Experience
 - EM Goals: 3
 - NSHE Goals: Success, Close the Achievement Gap
- **CNA Rural Expansion and Support**
 - ROI: low cost/low impact
 - FY 26-27 est. net income: \$24,907
 - EM Goals: 1, 2
 - NSHE Goals: Access, Success, Close the Achievement Gap, Workforce

Phase 2: Tactic Prioritization: Level 2

- **Co-Teacher Model for Affiliate Program**
 - ROI: High cost/high impact
 - FY 26-27 est. net income: \$122,593
 - EM Goals: 1
 - NSHE Goals: Access, Success, Close the Achievement Gap

- **Open Educational Resources Project**
 - ROI: high cost/moderate impact
 - FY 26-27 est. net loss: \$45,130
 - Pilot program in place
 - Library assistance will be needed
 - EM Goals: 3
 - NSHE Goals: Access, Success, Close the Achievement Gap

Phase 2: Tactic Prioritization: Level 2

- **Professional Development for Faculty**
 - ROI: low cost/low impact
 - FY 26-27 est. net loss: \$24,621
 - National Best Practices
 - EM Goals: 2, 3
 - NSHE Goals: Success

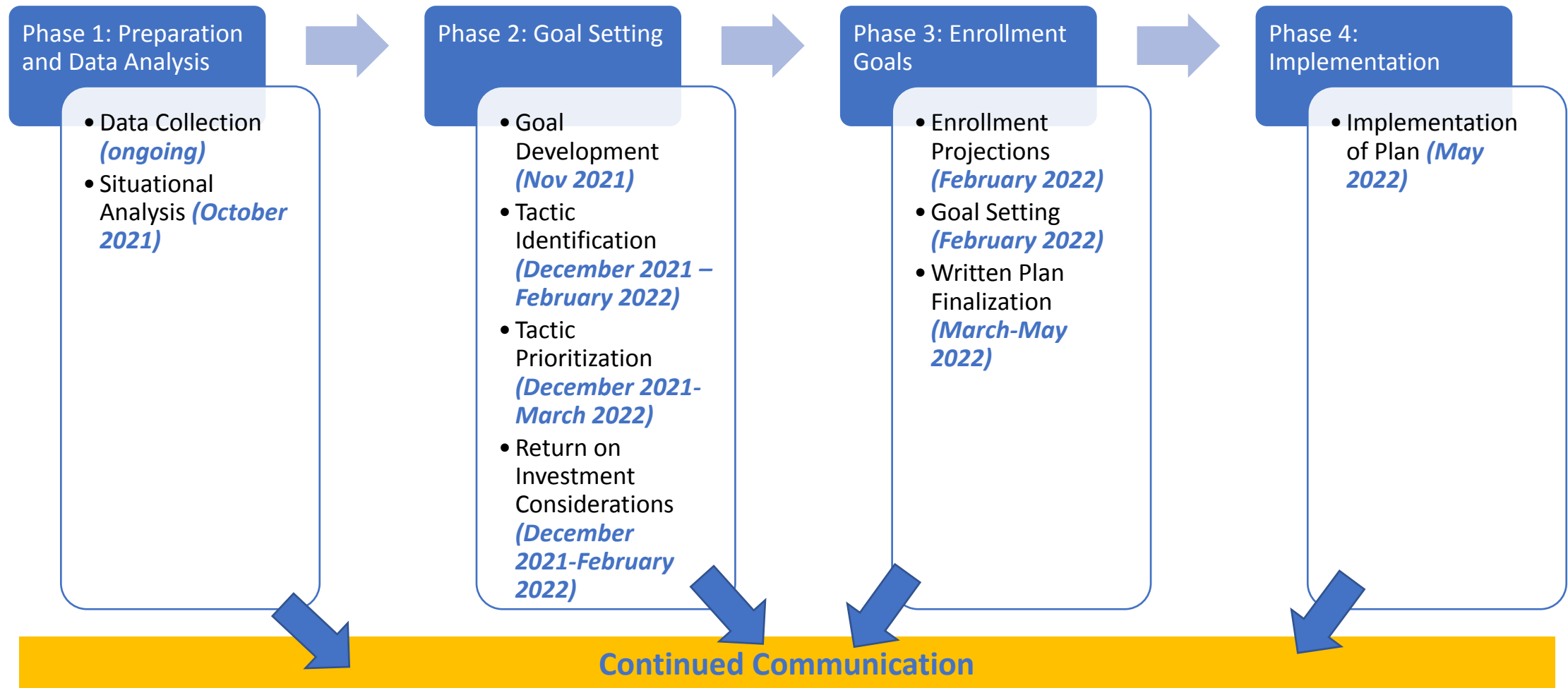
Just Do It:

- **AA/AB/AS Transfer Pathways Redesign**
 - Anticipate Investment: minimal
 - In process, nothing more needed
 - EM Goals: 1, 2
 - NSHE Goals: Access, Workforce

Tactic Prioritization photos:

<https://drive.google.com/drive/folders/1-OkELdoL2KCgXmTFeLtFfJDExaILIPC9>

Strategic Enrollment Planning Phases/Timeline



Questions