Enrollment Management Plan
2007 - 2008

Lehman College

Office of Enrollment Management

November 15, 2007
Enrollment Management Plan  
Lehman College  
October 2007

Introduction

This enrollment management plan is a continuation of the original plan of 2006-2007. Each year, the plan will be updated and will contain information about progress towards goals and new initiatives. In September 2007, a report on the activities of the 2006 – 2007 focus groups was prepared and distributed to the President and Provost. Many of the action items were addressed from the original plan. Some of the action items were completed and new initiatives have become operational. Other action items will continue to be explored and new action items will be addressed this year.

The following action items will be addressed in this coming year.

Admissions

Action I:  Review of transfer student processing and services.

Review and recommend appropriate changes to the current admissions process for transfer students. The focus group will review what happens from the time a transfer student applies to the time the transfer student enrolls. This is a continuation from last year’s plan.

Lynne Van Voorhis (Chair), Liliana Calvet, Althea Forde, Robert Whittaker, Carole Weisz


Action II:  Review of available scholarships and their use in the recruitment process.

Complete a review of the inventory of scholarships and the use of scholarships in the recruitment process.

Gloria Figueroa (Chair), Scott Dames, William Hill, Carlos Rivera

Begin Study:  Fall 2007 (Report due:  May 2008)
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Retention/Graduation

Action I:  Develop a Sophomore Year Initiative Program

Since Lehman College was a leader in the development of its first-year initiative program, the college should also provide leadership in the development of a successful sophomore year program. There has been much research on the sophomore year student and the need for support, perhaps not as structured as the first-year program, but organized in some fashion. Continuation from last year’s plan.

Marisol Jimenez (chair), Anne Bard, Marsham Castro, Amanda Dubois, Lisa Jones, Zenaida Martin, Anne Rothstein, Steven Wyckoff.


Action II:  Review student communications from administrative offices

Consistent, accurate information needs to be given to students and it is very easy to overlook inconsistent messages or the lack of dissemination of information. This group will review the delivery of information to students and suggest processes to use that will ensure the college is providing timely and accurate information to students. Continuation from last year’s study.

Jay Mercado (Chair), John Lucente, Pedro Luna, Carlos Rivera, Vincent Zucchetto


Action III:  Sophomore retention study

As a result of the freshman retention study, this group recommended a similar study to interview sophomore students who left Lehman College.

Susanne Tumelty (Chair), Pedro Baez, Scott Dames, Annette Hernandez

Begin Study:  Fall 2007 (Report due: May 2008)
Retention/Graduation (cont.)

Action IV:  *Increase communication with departmental advisors*

This group will review current advising structures (for both undergraduate and graduate students) and determine appropriate avenues to open communication linkages between the advising center and the academic departments. This is a continuation from last year’s study.

Bob Bradley (Chair), Liliana Calvet, Jane Levitt, Lynne Van Voorhis


Action V:  *Determine the appropriateness of a semester-based Dean’s List*

One factor leading to student retention is the consistent recognition of excellent student work by the college. Although students are rewarded with good grades and praise by faculty members, equally important is an institutional recognition of outstanding academic performance. This group will investigate the implementation of a semester based dean’s list as is commonly found at most institutions.

Liliana Calvet (Chair), John Lucente, Lisa Moalem, Ann O’Sullivan, Lynne Van Voorhis

Begin Study: Fall 2007 (Report Due: May 2008)

Action VI:  *Develop a 30 credits/year campaign for full-time undergraduate students*

As proposed by Vice President Magdaleno, it appears that we need to make clear to students that a full schedule is really 15 credits a semester not 12. This group will look into the development of a 30 credits/year campaign.

Althea Forde (co-Chair), Sarah Blazer (co-Chair), Liliana Calvet, Merrill Parra, Oscar Rigamonty
Graduate Enrollment

**Action I:** Investigate low enrolled graduate programs to develop enrollment strategies

This group will review enrollment trends in graduate programs across the college and identify those that have low enrollment or declining enrollments. Once identified, the group will work with departments and other faculty and staff members to develop strategies to increase enrollment in these programs.

Bob Bradley (Chair), Marie Marianetti, Deborah Rubin

Begin Study: Fall 2007 (Report due: May 2008)