Enrollment Management Plan
2008-2009

Lehman College

Office of Enrollment Management

October 10, 2008
Enrollment Management Plan
Lehman College
October 2008

Introduction

This enrollment management plan is a continuation of the 2007-2008 plan. Each year, the plan has been updated and contains information about the progress towards goals and new initiatives. In August 2008, a report on the activities of the 2007 – 2008 focus groups was prepared and distributed to the President and Provost. Many of the action items were addressed from the previous year’s 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.

Valerie Brown (Chair), Liliana Calvet, Crystal DeFour, John Lucente, Lisa Moalem, Merrill Parra, Anne Rothstein


Action II:  
Review of freshman registration process.

Review the current process of freshman registration and design a responsive program to student needs. Consider integrating orientation/registration into the same day program.

Scott Dames (Chair), Zenaida Bough, John Capocci, Amanda Dubois, Gloria Figueroa, Valerie Henderson, Annette Hernandez, John Holloway, Jennifer Kallicharan, Kelly Phung, Fausto Ramirez, Carlos Rivera, Yvette Rosario, Steve Wyckoff

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Admissions (cont.)

Action III:  Communication with Prospective Students - Hobson’s EMT

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 design and implement student communication processes using the Hobson’s EMT system.

Carlos Rivera (Chair), Laurie Austin, John Lucente, Pedro Luna, Jay Mercado, Erica Morales, Vincent Zuchetto


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. It was suggested that this program be broadened to view the first 2 years of a Lehman student’s experience and what support programs can be provided to help student success in the first and second year.

Sarah Blazer (Co-chair), Amanda DuBois (Co-chair), Anne Bard, Zenaida Bough, Liliana Calvet, Marsham Castro, David Fletcher, Marisol Jimenez, Lisa Jones, Anne Rothstein, Steve Wyckoff


Action II:  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, Angelia Holloway-Pinnock, Jane Levitt, Janet Kremenitzer

Retention/Graduation (cont.)

**Action III:** Review validation and cancellation dates

This group will review our current schedule for the validation and cancellation of registered students with particular emphasis on the timelines for cancellation of students for non-payment for the summer and winter session, and fall and spring semesters

John Capocci (Chair), Bob Bradley, David Martinez, Jose Magdaleno, Miguel Pacheco, Oscar Rigamonty, J. Ed Robinson, Robert Troy

Begin Study: Fall 2008 (Report due: May 2009)

**Action IV:** Review the retention of students on probation

This group will review the probation process and design programs to help students become academically successful.

Lisa Moalem (Chair), Annecy Baez, Liliana Calvet, Michael Deas, Marisol Jimenez, John Lucente, Anne Rothstein, Carrie Zimmerman

Begin Study: Fall 2008 (Report due: May 2009)

**Action V:** Review on-line services in offices

On-line services have become common and this group will review possible on-line services (forms, requests, etc.) that can be incorporated into Enrollment Management Offices.

Javiel Mercado (Chair), Pedro Baez, Bob Bradley, Valerie Brown, Annette Hernandez, John Lucente, Oscar Rigamonty, Carlos Rivera, Denise Sands-Baez, David Stevens

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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. This is a continuation from last year’s plan.

Bob Bradley (Chair), Laurie Austin, Gillian Bayne, Valerie Brown, Marie Marianetti, Deborah Rubin