Enrollment Management Plan
2010-2011

Lehman College

Office of Enrollment Management

September 30, 2010
Enrollment Management Plan
Lehman College
September 2010

Introduction

This enrollment management plan is a continuation of the 2009 – 2010 plan. Each year, the plan has been updated and contains information about the progress towards goals and new initiatives. 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: Development of a Virtual Transfer Center (formerly the Transfer group).

Currently there are plans to undertake extensive renovations to the first floor of Shuster including the Admissions and Registrar’s Offices, as well as to create a Transfer Center. It is apparent that these renovations may not occur for some time due to budget constraints and so this group will be developing a “transfer center” on the website.

Liliana Calvet (Co-Chair), Crystal DeFour (Co-Chair), Sarah Blazer, Valerie Brown, Stephen Castellano, William Hill, Alberto Navarro, Lisa Moalem, Merrill Parra, Anne Rothstein, Vincent Sandella

Study Began: Fall 2010

Action II: Development of a Weekend College

Review possible majors that could be offered exclusively on the weekend. Develop administrative and academic support structures for students enrolled in a weekend college.

Richard Finger (Chair), Althea Forde, Vassilios Gargales, Mario Gonzalez-Corzo, Oscar Rigamonty, Yvette Rosario, Ann Worth, and department members from possible weekend programs.

Study Began: Fall 2009 (Interim Report: May 2010)
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Admissions (cont.)

Action III:  Regularized Reports for Administrative Offices

Regularized reports are essential for enrollment management offices to function properly. This group will develop and review the necessary reports required by each office, develop a schedule for the reports throughout the year (i.e. daily, weekly, etc.) and determine the appropriate office to produce the reports.

Laurie Austin (Chair), Pedro Baez, Aarti Deshmukh, Richard Finger, Michael Goldberg, Annette Hernandez, John Lucente, Javiel Mercado, Oscar Rigamonty, Anne Rothstein, Susanne Tumelty

Study Began:  Fall 2009 (Interim Report: May 2010)

Action IV:  Review of Articulation Agreements

This group will review current process for articulating new transfer students credits from programs where articulation agreements are in place; review all existing articulation agreements for relevance and identify changes as needed; recommend changes to existing agreements; and develop a web presence within the “virtual transfer center” to post all current transfer articulation agreements.

Richard Finger (Chair), Liliana Calvet, Lisa Moalem, Aurea Rodriguez, Other Members – Invite 1-2 chairs/program directors to meeting to discuss the current articulation agreements on file.

Study Began:  Fall 2010

Retention/Graduation

Action I:  Communication Calendar

Develop a calendar highlighting all major communications (email, phone, mail, and web) from each Enrollment Management department to potential, accepted, continuing, probation, attrition and graduating students and analyze gaps and/or inconsistencies in communication and identify communication partnership opportunities.

Richard Finger (Chair), Pedro Baez, John Capocci, Gloria Figueroa, Annette Hernandez, Jay Mercado, Carlos Rivera, Denise Sands-Baez, Ann Worth

Study Began:  Fall 2010
Retention/Graduation (cont.)

Action II: Review the retention of students on probation

This group will review the probation process and design programs to help students become academically successful. In addition, this group will investigate the academic policies that may increase retention such as an academic forgiveness policy.

Lisa Moalem (Chair), Annecy Baez, Liliana Calvet, Stephen Castellano, Nancy Cintron, Michael Deas, Richard Finger, Marisol Jimenez, John Lucente, Nicole Madonna, Anne Rothstein, Ann Worth, Carrie Zimmerman


(In addition, all offices will be involved in the Gardner Foundations of Excellence Study related to transfer students this academic year.)

Graduate Enrollment

Action I: Post-Baccalaureate Programs and Second-Degree Students

This group will look into second-degree students and the possible need for post-baccalaureate programs.

Liliana Calvet (Co-Chair), Ann Worth (Co-Chair), Alice Akan, Catherine Cassidy, Scott Dames, Richard Finger, Jennifer Kallicharan, Linda Martin, Ainsley Parkinson, Jeffrey Vernon

Study Began: Fall 2010

Action II: 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.

Ann Worth (Chair), Laurie Austin, Valerie Brown, Marie Marianetti, Deborah Rubin