Enrollment Management Plan
2011-2012

Lehman College

Office of Enrollment Management

September 22, 2011
Introduction

This enrollment management plan is a continuation of the 2010 – 2011 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 Undergraduate 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 an Undergraduate Transfer Center. It is apparent that these renovations may not occur for some time due to budget constraints and so this group developed a “transfer center” on the website. This group will continue to work on this “virtual” transfer center with updates specific to CUNYfirst.

Liliana Calvet (Co-Chair), Crystal DeFour (Co-Chair), Sarah Blazer, Valerie Brown, Stephen Castellano, Norma Cofresi, Annette Hernandez, Janice Kohn, Nicole Madonna, Lisa Moalem, Vincent Sandella

Study Began: Fall 2010 (interim Report: May 2011)

**Action II:** *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), Aarti Deshmukh, Richard Finger, Michael Goldberg, Annette Hernandez, John Lucente, Javiel Mercado, Oscar Rigamonty, Anne Rothstein, Susanne Tumelty

Study Began: Fall 2009 (Interim Reports: May 2010; May 2011)

**Note:** The work of this group is to be addressed by the CUNYfirst BARFIT group and subgroup looking at reports and shadow systems.
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Admissions (cont.)

**Action III:** Review and Improvement of the Undergraduate Transfer Process for students from Westchester Community College to Lehman College

This group will review current transfer processes and policies for transfer students from Westchester Community College. Once the transfer process is well understood, the group will work on initiatives that will improve the transfer process for students.

Richard Finger (Chair), Liliana Calvet, Crystal DeFour, Aurea Rodriguez, Robin Graff (Admissions Counselor, WCC), Rachelle Salzberg (Assistant Dean of Academic Affairs, WCC), Caryn Helfer (Director of Yonkers Extension Center, WCC), Rick Hyland (Professor of Business, WCC), John Christesen (Professor & Chair of Business Department, WCC – would like to be included in first meeting)

Study Began: Fall 2011

**Action IV:** Attracting High Achieving Freshman Students

This group will review the current recruitment processes and develop a plan to increase the number of students with higher SAT/CAA scores that attend Lehman College. A specific SAT/CAA band of students will be identified, historical yield rates will be determined, and the plan will be assessed based on increases in yield rates.

Laurie Austin (Chair), Pedro Baez, Terrence Cheng, Michael Deas, Amanda Dubois, Harriet Fayne, Sharon Freedberg, Vernon Jeffrey, Cristina Necula, Carlos Rivera, Dita Wolf

Study Began: Fall 2011

Retention/Graduation

**Action I:** Communication Calendar

This group will work with faculty to share current enrollment management communications with students and faculty and identify areas for improvement.

Richard Finger (Chair), John Capocci, Karen Fairclough, Gloria Figueroa, Pedro Luna, Jay Mercado, Lisa Moalem, Ruby Phillips, Carlos Rivera, Ann Worth

Study Began: Fall 2010 (Interim Report: May 2011)
Retention/Graduation (cont.)

**Action II:**  *Review the retention of undergraduate students on probation. Review of Academic Forgiveness Policy.*

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), Liliana Calvet, Stephen Castellano, Nancy Cintron, Carmen Esteves, Richard Finger, Marisol Jimenez, Nicole Madonna, Merrill Parra, Xavier Totti, Carrie Zimmerman


**Action III:**  *Review of Facilities with regards to student retention.*

This group will review the facilities of the College and the impact they have on the retention of students.

Scott Dames (Chair), Juliana Feliz (Student), Gloria Figueroa, Jorge Mateus, Vincent Subervi (Student), Suzanne Yates, Vincent Zucchetto, Martin Zwiren

Study Began: Fall 2011

**Action IV:**  *Review of Funding Sources for Enrollment Management Initiatives*

This group will investigate funding sources that are available to support Enrollment Management initiatives.

Richard Finger (Co-Chair), Althea Forde, Saeedah Hickman, Angelia Holloway-Pinnock, Ann Worth

Study Began: Fall 2011
**Graduate Enrollment**

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

This group will look into second-degree students and the development of post-baccalaureate programs.

Liliana Calvet (Co-Chair), Ann Worth (Co-Chair), Andrea Boyar, Catherine Cassidy, Richard Finger, Jennifer Kallicharan, Ainsley Parkinson

Study Began: Fall 2010 (Interim Report: May 2011)

**Action II:  Innovative Marketing Plan for Graduate Programs**

Develop an innovative marketing plan for graduate programs that targets programs that appear to have low enrollments.

Ann Worth (Chair), Evelyn Ackerman, Melissa Brown, Terrence Cheng, Althea Forde

Study Began: Fall 2011