

Jack Quinn
President

CE

May 16, 2012

Honorable Lynn Marinelli
Erie County Legislator
1701 Hertel Avenue
Buffalo, NY 14216

Re: Your Letter Requesting Student Enrollment and Retention Information

Dear Lynn,

As I mentioned in my phone call to your district office, the College has been actively involved in recruitment, enrollment and retention activities for some time. However, due to the alarming downward trends in enrollment that higher education is experiencing across Western New York, New York State and Erie County, at Erie Community College we have instituted additional activities designed to get us back to the enrollment numbers of 2009-2011. I'll list specific activities, strategies and actions below.

It is imperative for us to keep in mind that in New York State our state funding is directly tied to the number of FTEs (full-time equivalents) we record every semester. We must identify and implement programs, initiatives, and activities which help the College increase and maintain FTEs. We have to stop the decrease in FTEs and get our market share back to where it was, and, if possible, increase the FTE numbers.

Our Executive Vice President for Student Affairs, Monica Rascoe, JD, is charged with the planning and execution of this effort. Please allow me to offer you the opportunity for you and your staff to meet with Monica and her team to "drill down" further; after you have reviewed my response. I will be pleased to arrange such a meeting and attend myself.

While we have continued a number of ongoing programs, I will offer the following specific answers to your questions:

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I. Specific Actions to Enhance Student Enrollment and Retention:

1. "Saturday Instant Admissions" and Open Registration at the beginning of each semester.
2. Personal telephone call by faculty and staff to students in special academic and enrollment categories.
3. "Call Center" used as a recruitment outreach and admissions tool to call students throughout the year to prevent them from having problems with admission and/or registration.
4. Admissions and Registration keeping lists throughout the year of students who are on academic probation; did not complete their admissions application who face academic dismissal; who are eligible for readmission, who are due to see an advisor, etc.
5. Imaging Software is used in Admissions to allow speedier and more efficient processing of admissions applications.
6. College committees are assessing and improving direct student communication via email, etc.; more use of campus digital signage to communicate with students.
7. Expanded Recruitment Outreach to community organizations; e.g. Leadership Buffalo Youth Program, Boys and Girls Club, Community Health Center of Buffalo, Inc.; Pilot Admissions Placement Tests in high schools at 10th and 11th grades at Lancaster High School, South Park High School, and Charter School for Applied Technology
8. Online Admissions ECC College Fair.
9. Written Enrollment Management plans – 2011-2012; 2012-2013.
10. Improving Registration, Admissions, and Financial Aid internal processes to make it easier for students to understand; Consultant will work with staff in June, 2012.

II. Strategies to Measure and Assess:

1. We now use technology and staff monitoring to track the entire process of college recruitment – from prospective student – telephone call from a faculty member – follow-up letter from faculty – letter/telephone call from Admissions – admissions application – register for classes

III. Short-Term Objectives and Long-Term Objectives:

- The obvious short-term objective is to stem the decrease and get us back to even enrollment.
- Then, an obvious long-term objective is to get the College back to a modest increase in enrollment, as we do better at retention of students. Once we enroll the students, we must do better to keep them at ECC.

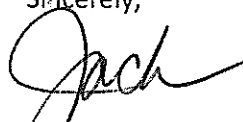
Honorable Lynn Marinelli

1. Enrolment Goals: 2011-2012 -- credit enrollment of 11,407; noncredit enrollment of 1,507; 2012-2013 same goal; 1% increase for 2014-2015.
2. More direct contact and tracking of students: Increase use of student email and online services; student activities staff focus on student leadership development and training for student government leaders and all ECC students: An ECC student leadership conference is planned for Fall 2012.
3. Academic Advisement Plan to ensure all students receive advising and a personal education plan. As of this academic year, students who receive financial aid have a personal education plan.
4. First-Year Experience Program – Spring 2013 – pilot with at-risk students – students required to take one or two developmental courses in Mathematics or English. Full implementation in 2012-2013 for all first-time college students.

In conclusion, we, like other higher education institutions, have experienced a decrease in enrollment. The plans and programs of the past will not suffice in the future, and we have begun to turn this decline around. With your help, we hope to turn it around in one to three years.

Thank you for your continued assistance and support for ECC's mission. We need your help!

Sincerely,



Jack Quinn
President

Thanks Lynn!