

Enrollment Management Update – March 2021

3/1/2021

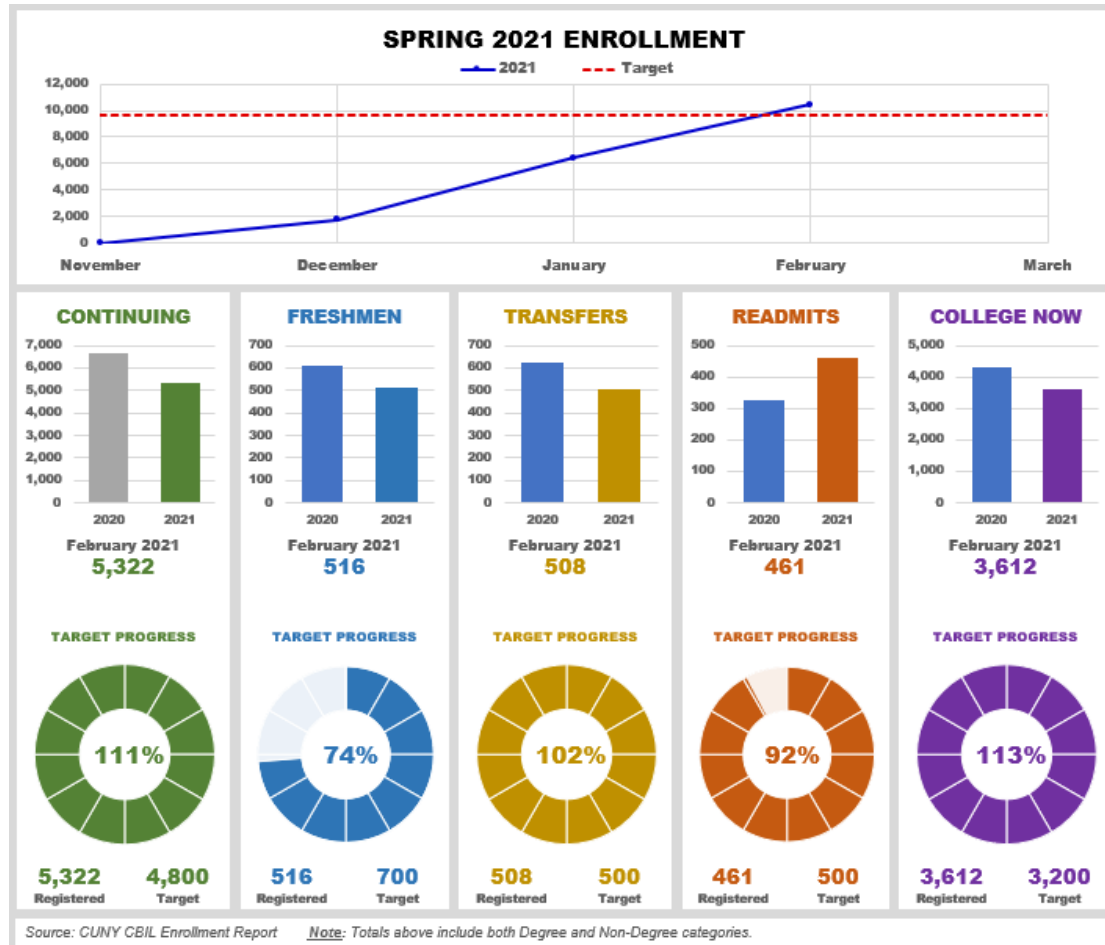
Dear Campus Community,

Please find attached the Enrollment Management Update for March 1, 2021. In addition to reporting enrollment stats, we are also providing a summary of college-wide efforts to improve enrollment. Feel free to reach out if you have any questions or need more information.

Enrollment:

Below are the registration numbers as of February 26, 2021.

- We have exceeded our revised target of 4800 for the continuing students.
- We have exceeded our target of 500 transfer students.
- We are ahead of where we were for Readmits at this time last year.
- We are closing in on our targets for Freshmen and College Now students.
 - *College Now enrollment does not generate FTE's for the college and tends to enroll most of their students after the semester has started.*



Efforts to Increase Enrollment

- **Open Registration Begins TODAY!!!**
 - All new and continuing students will be directed to our Open Registration Zoom for this week to meet with an advisor <https://us02web.zoom.us/j/83342685153>.
 - There are over 50 college staff members working together to ensure that students are advised, registered, get their Financial Aid, Bursar and Registrar questions answered. We also have our ASAP, College Discovery, CUNYStart and FLEX areas assisting.
- **Admissions Applications**
 - Admissions has now begun processing applications for Fall 2021. Acceptance letters to early filers were sent on Feb. 23rd.
 - The offices continue to work with students to submit documents and finalize incomplete applications.
- **Department/Program Collaboration**
 - Enrollment Management is partnering with the Academic departments to create a Welcome to the (dept) Letter. These letters will focus on providing specific program information as well as inviting students to program specific information sessions. At these sessions new students will have the opportunity to meet with faculty and ask specific questions about the major.
- **Vision 2022**
 - Earlier this year, the Vision 2022 committee began looking at enrollment pipelines, enrollment predictions and enrollment projections. The committee has been charged with creating an Enrollment Management Strategic Plan. The committee has concentrated on looking at high school graduation rates, data for readmit student, adult learners, and our transfer population. During our last session we reviewed and discussed strategic plans from other institutions.
 - Recently, I attended the Excelencia in Education webinar hosted by Excelencia. This webinar focused on outreach, recruitment, and retention of LatinX students specifically. Moving forward we will be incorporating a plan to focus on this population.
- **Financial Aid**
 - Of the \$115K in Mellon Funds that were received to help students with outstanding balances, we have \$68K left. All faculty, staff and advisors are encouraged refer students who have a balance to the Financial Aid Virtual Front desk for assistance.
<https://us02web.zoom.us/j/84201253517?pwd=WnorQ1N4NDFoR3RLRIRUMS9aT0tzQT09#success>

- **Registrar Important Dates**

Tues. March 2	"INC" grades not completed or Spring 2020 and/or Summer 2020 classes will be changed to "FIN" grades
Fri. March 5	LAST DAY to add courses for NEW STUDENTS
Fri. March 5	LAST DAY to drop courses for 100% refund
Sat. March 6	SATURDAY CLASSES BEGIN
Sat. March 6	Change of Program fee of \$18 is charged once classes begin
Sat. March 6	Late registration fee of \$25 is charged
Sun. March 7	SUNDAY CLASSES BEGIN
Mon. March 8	WEEKDAY DAY & EVENING CLASSES BEGIN
Tues. March 9	LAST DAY to add/drop courses using student self-service in CUNYFirst (Continuing Students ONLY)
Thur. March 11	LAST DAY to drop courses for 75% refund
Fri. March 12	LAST DAY to change a section or add a class for Spring 2021 (with department permission, Continuing Students ONLY)
Sat. March 13	COURSE WITHDRAWAL period opens - Grade of "WD" is assigned to students who officially drop a class
Sat. March 13	Verification of Enrollment Rosters available to Faculty
Mon. March 15	PERIOD OPENS to file applications for June 2021 Degrees
Wed. March 17	LAST DAY to drop courses for 50% refund
Mon. March 22	LAST DAY to file for Change of Plan (Major) for Spring 2021
Mon. March 22	LAST DAY to apply for deletion of Spring 2021 courses (from student transcripts)
Mon. March 22	LAST DAY to drop courses for 25% refund
Mon. March 22	Verification of Enrollment Rosters due from Faculty
Tues. March 23	"WN" Grades assigned
Tues. March 23	Course WITHDRAWAL period opens - Grade of "W" is assigned to students who officially drop a class
Fri. March 26	PERIOD OPENS to file applications for Change of Plan (Major) for Fall 2021
Fri. March 26	PERIOD OPENS to file application for Matriculation for Fall 2021 (Non-Degree to Degree)
Fri. March 26	PERIOD OPENS to file application for that ATI-TEAS Exam in the Nursing Dept.
Sat. March 27- Sun. Apr 4	NO CLASSES - SPRING BREAK

Virtual Front Desks:

Admissions Information Center (AIC)	M-F 10-4pm	https://zoom.us/meeting/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q
	T, W 4-6:30pm	https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0
Financial Aid	M-F 10-4pm	https://us02web.zoom.us/j/84201253517?pwd=WnorQ1N4NDFoR3RLRIRUMS9aT0tzQT09#success
	T, W 4-6:30pm	https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0
International Student Affairs (ISA)	M-TH 10-4pm	https://zoom.us/meeting/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q
One Stop Center	M-F 10-4pm	https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0
	T, W 4-6:30pm	https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0
Registrar's Office	M-F 10-4pm	https://zoom.us/meeting/register/tJ0of-mqrzoiGt2lykwgOIYP-PBxZ-MPfvxe%C2%A0%C2%A0
	T, W 4-6:30pm	https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0

- **Enrollment Virtual Front Desks Traffic**

- Students are being referred to the Enrollment Virtual Front Desks for help with Admissions, Financial Aid, Registrar, or the One Stop Center. Every week we will report the traffic for each office.

