

## Program Review Summary Page

For Academic & Student Support Programs

Support Program(s) under Review: Enrollment and Outreach Services

Term/Year of Review: Spring 2021

### Summary of Program Review:

#### A. Major Findings

##### 1. Strengths:

A strength of the Enrollment and Outreach Services area is the capacity to pivot and utilize new technologies to serve students. As evidenced in section 5A, the area has implemented eight significant technology initiatives since 2017-2018. Most recently, since March 2020, the area has implemented six student-focused technology initiatives.

Another strength of the area is the staffing pattern. The Welcome Center, Admissions and Records, and Office of Student life staff and temporary staff together provide the services needed to successfully enroll and register, as well as support and engage students. Temporary staff in all three areas have been instrumental in providing the additional support required to meet current student support needs.

A third area of strength is the team's resilience and adaptability. One example was transitioning to DocuSign to manage form workflow and processing. The Admissions and Records department had to reimagine business processes related to each form. In the process of developing DocuSign forms, the business processes were reviewed and improved. A significant improvement was allowing form view access to additional staff through signing groups. Student communications were facilitated as well since students are notified as soon as petitions are received and processed. Admissions and Records staff comments on the forms help guide students to next steps and explain the form status.

##### 2. Areas for Improvement:

An area for improvement for the Enrollment and Outreach Services area is assessing student enrollment. The current mechanisms for assessing student enrollment are not providing enough regular and adequate feedback to guide specific changes to enrollment processes. Due to the number of technical issues experienced by students during the enrollment process, it is important for the Enrollment and Outreach Services area to identify the specific areas for improvement that they have the purview

Another area for improvement is the need for additional guidance with how to navigate the enrollment processes. Students and faculty need to have updated “how-to” videos to know how to access and use Self-Service and other important enrollment resources.

A third area for improvement is in reducing the dependency on temporary staffing. In order to ensure operational continuance and stability, the Enrollment and Outreach Services area has identified several temporary positions that are critical to departmental operations and therefore needed as regular part-time or regular full-time positions.

**3. Projected Program Growth, Stability, or Viability:**

Currently the Enrollment and Outreach Services area is in a state of stability. However, in order to continue to provide the services needed to serve students in all three areas, part-time positions need to be hired as regular part-time or regular full-time positions. The additional support provided by the temporary staff have made it clear that these positions are



The Outreach Task Force, facilitated by the Dean of Enrollment and Outreach Services, is a cross-functional workgroup comprised of members from key Student Affairs departments (Admissions and Records, Welcome Center, Counseling, Financial Aid, DSPS, and numer



I. PROGRAM DATA

A. Enrollment and Outreach Services Access

*RPIE Analysis: Over the past three years, the number of total enrollments processed in person by Enrollment and Outreach Services decreased by 1.1%. ET13 Wi22 (i)854.84 50Q04 51 356 75614( TTT3 W n.BI-0.01 TT Tc 08Q-3a0.2622Tj.8T*

A significant role that the Welcome Center has is in teaching students how to register themselves online.

**B. Demographics of Students Served by Program (Online Figures Only)**

	2017-2018	2018-2019	2019-2020	3-Year Proportion of the Program	3-Year Proportion at the Institutional Level
<b>Number of Students</b>	7,747	7,235	6,941	13,538 (Unduplicated)	15,837 (Unduplicated)
<b>Gender</b>					
Male	42.6%	42.3%	40.9%	<b>42.3%</b>	45.0%
Female	57.4%	57.7%	59.1%	57.7%	<b>55.0%</b>
<b>Race/Ethnicity</b>					
Asian	3.2%	3.1%	3.0%	3.3%	3.4%
Black	5.9%	5.4%	5.4%	5.7%	5.8%
Filipino	10.0%	9.6%	10.1%	9.7%	<b>8.7%</b>
Hispanic	42.9%	44.6%	48.9%	43.1%	

*RPIE Analysis: This section describes the demographics among NVC students who registered for classes online through Enrollment and Outreach Services over the past three years based on the student identification number associated with their access. The following demographic groups accounted for a majority or plurality of the student population that registered for classes online through Enrollment and Outreach services during that period:*

- Females (57.7%)

- *Hispanics (43.1%)*
- *Students 20 to 24 years old (34.8%)*
- *First Generation (46.1%; the remaining 53.9% includes students that were not first generation as well as students without information reported)*

*The following demographic groups claimed a significantly lower proportion of the population share among Enrollment and Outreach Services users than they did among the population of NVC credit students over the past three years:*

- *Males (-2.7%)*
- *Multiple Race/Other (-1.3%)*
- *Whites (-2.6%)*
- *Students 19 or less (-7.2%)*
- *Students 30 to 34 (-0.7%)*

*Females, Filipinos, Hispanics, students 20 to 24, students 25 to 29, students 40 to 54, students 55 and older, and first generation students claimed a significantly higher proportion of the population share among Enrollment and Outreach Services users compared to the population of NVC credit students. (Statistically significant differences are denoted in **bold italics** in the table above.)*

**Program Reflection:**

The proportion of online student enrollment versus A&R staff enrollment has trended differently for different demographic groups. It is also important to note that online registration does not mean that the student did not receive staff support to complete the registration.

Females, Hispanics, students 20 to 24 years old, and first generation students capture the largest proportion of students using our online systems for registration. Some of these students m



When students call the Admissions and Records office first, then they are assisted by being registered. They are not sent back to the Welcome Center so the student is not "bounced around" from department to department. The important role of the Welcome Center is to teach students to register themselves, whereas the Admissions and Records department registers students directly into the system. Students who want staff to register them

**Program Reflection:**

In-person, or staff registration, is primarily needed when students have submitted a petition or are enrolling in a special program with a different admissions process.

Front counter registration has decreased over the past three years. Students who come to the front counter report that they were unable to register themselves online. This can be due to a legitimate reason that the system requires a manual override, a technical reason that is preventing the student from registering themselves, or the student is unable to navigate the online registration system and requires assistance.

Legitimate reasons for front counter registration that require a staff override are petitions, such as course repetition, course conflict, excess unit limit, late add/drop, prerequisite equivalency, audit, and pass/no-pass reinstatements.

Technical issues that may require in-person registration are, login and add code issues.

Student navigation issues require staff intervention that may result in staff registration. If the student is unsuccessful registering themselves, they are guided to the Welcome Center for assistance. Ideally they then walk through the process with a trained ambassador and learn to register themselves. However, some may contact Admissions and Records directly to be registered. Students may be directed to clear registration holds for owing fees, clear probation holds with counseling, update high school graduation status, update priority status, and directed to complete petitions, as appropriate.

The NVC programs that require special handling registration are the Criminal Justice and Training Program and Health Occupations.

Upper Valley Campus in-person registration is very low since students can register online for credit, non-credit, and community education courses. Students are not required to come to the college to receive assistance. Also, Admissions and Records staff are trained to register students into non-credit and community education courses and the Welcome Center staff and Student Ambassadors are trained to assist students to register themselves online.

Process-handler registration is system registration that does not require student or staff to do the registration. The student or staff person may be placed on the original waitlist online or by staff, but the actual registration is done by the system.

**D. Admissions and Records Mail, 2019-2020**

	Fall 2019	Spring 2020	Change Over Two Semesters
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*ns and Records Mail increased by 269% between fall 2019 and spring 2020.*



*This section does not apply to Enrollment and Outreach Services.*

**III. LEARNING OUTCOMES ASSESSMENT**

*This section does not apply to Enrollment and Outreach*



## Description of Current Program Resources Relative to Plan:

The Enrollment and Outreach Services area includes the Admissions and Records department, the Welcome Center, and the Office of Student Life. This team is led by the Dean of Enrollment and Outreach Services.

All three areas in the Enrollment and Outreach Services area require updated office computers. Most of the staff and student computers in the area are due to be replaced.

Developing the enrollment videos will require funding to retain a temporary professional with the skillset to provide these services. The current staffing pattern in both A&R and the Welcome Center does not provide the skillset needed.

Currently, the Welcome Center is staffed with three regular full-time staff: a Senior Manager of the Welcome Center and Student Engagement, a Student Affairs Specialist, and a Welcome Center Assistant. Critical to providing the student support needed is the Information Center, a new offshoot of the Welcome Center providing regular in-person services to students during COVID-19. Due to this shift, a need has been identified to provide a place for students to conveniently speak to someone, pick up or submit documentation. To adequately fill this need, the Welcome Center needs a regular part-time attendant for the Information Booth of the Welcome Center. This mitigates the space issues, allowing more space in the Welcome Center. In the long-term, the Welcome Center needs to be physically reconfigured to better s

The shift from in-person/staff to online registration requires staff to guide students to the correct process, form, and respond to student inquiries right away. An additional regular part-time Admissions and Records Technician is critical for providing the direct enrollment support students need to more efficiently move through the Admissions and Records processes. Currently we are using temporary staff to fill this critical need.

The development of the Basic Needs Center has also necessitated an increase in temporary staffing needs that when the center opens in Fall 2021, will require more permanent staffing.

## V. PROGRAM HIGHLIGHTS

### A. Recent Improvements

- Self-Service Implementation for Enrollment & Outreach Services
  - MyNVC Self-Service for Faculty (Rosters, Waitlists, Grades, Attendance, Roster Certification)
  - MyNVC Self-Service for Registration (Students register via Student Planning)
  - Colleague Analysis (See below)
  - Student Planning Degree Audit (Colleague)
- Colleague Analysis
  - In preparation for the WebAdvisor to Self-Service transition and moving to the Ellucian Cloud, the Admissions and Records Analysts worked with an Ellucian consultant to assess our current system configuration and set up. The Analysts worked with the Scheduling and IT staff as well to ensure coordination.
- DocuSign Implementation for Enrollment & Outreach Services
  - March 2020 to present, the Admissions and Records department has moved 63% of all Admissions and Records forms and 100% of all registration forms from pdf and pdf fillable format to the DocuSign format, to include all relevant business workflows.
  - Allows Admissions and Records staff to process student records remotely.
- Cranium Café Implementation for Enrollment & Outreach Services
  - August 2020, the Admissions and Records and Welcome Center departments launched their virtual lobbies to assist students remotely
  - January 2021, Outreach staff access
  - March 2021, the Office of Student Life had access
  - Allows staff to meet virtually with students
- Full Measure Implementation for Enrollment & Outreach Services
  - Priority registration text notifications to students
  - Business Office de-reg communications (Business Office)
  - Spring 2021 Enrollment Survey
  - Developed enrollment cards for “NVC Connect” student mobile engagement app (In progress)
  - Developed enrollment text communications for 5-Steps to Enroll nudges for students (In progress)
  - Allows enrollment and outreach services staff to communicate directly to students
- CollegeSource Transferology Tool Implemented
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- Utilizing Ellucian Consultants to guide our development of the student information system.

