

# Planning for Anticipated Enrollment Changes

Presidents' Academy Critical Conversations Series

*Thursday, June 4, 2020 | 12:00 PM*

## **How to Participate:**

- Please mute your video & mic
- Questions are welcome in the chat box
- Session before discussion will be recorded
- Materials will be shared on presidents' webpage



Belk Center  
for Community College  
Leadership and Research



# Welcome

**Dr. Audrey J. “AJ” Jaeger**

*Executive Director | Belk Center for Community College Leadership & Research  
Alumni Distinguished Graduate Professor*

# Session Overview

This session will share common issues faced as presidents anticipate enrollment changes across North Carolina and facilitate a discussion around innovative ways to strengthen the college's capacity to support student access and success amidst the expected changes.

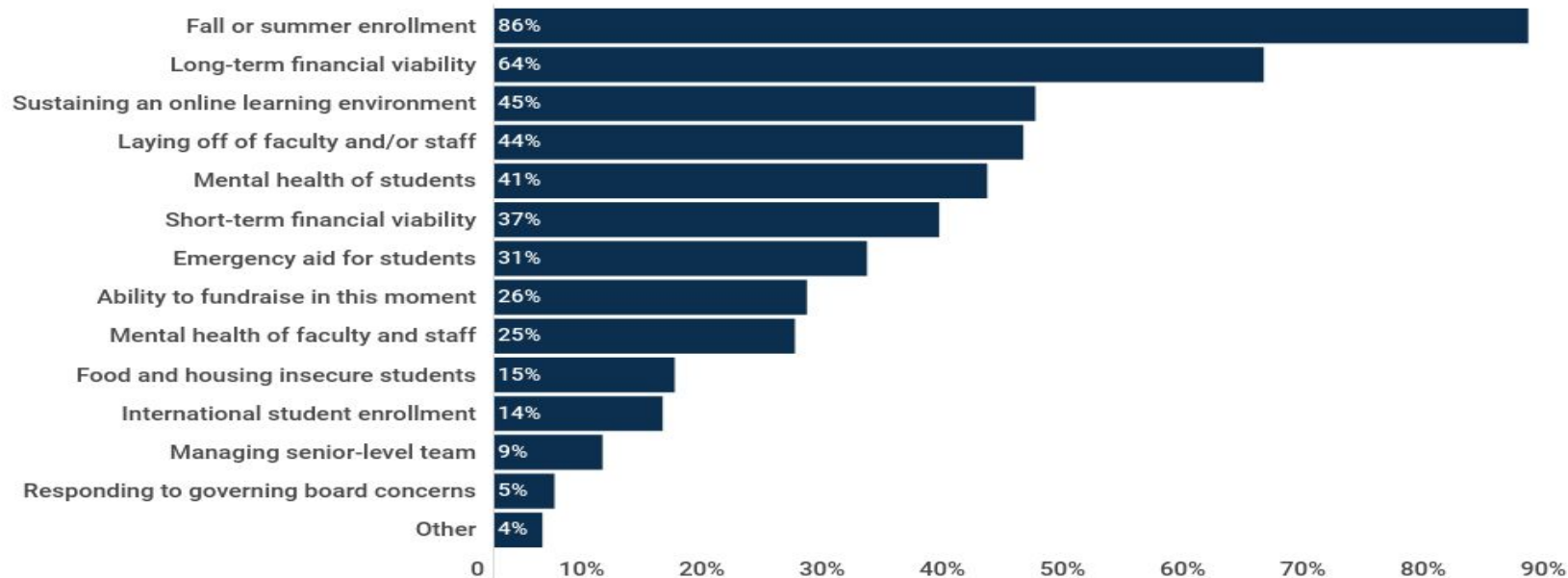
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## Most Pressing Issues Facing Presidents Due to COVID-19



Pulse Point Survey of College and University Presidents on COVID-19: April 2020, American Council on Education, 2020.

# Session Outline

- **Presidential Perspective**
  - President Jeff Cox, Wilkes Community College
- **Innovative Enrollment Strategies**
  - Christina “Tina” Hart  
Vice President of Enrollment and Student Services  
Indian River State College
- **Group Discussion**
- **Closing & Reminders**

# Presidential Perspective

## Common Issues

- Dual enrollment changes and local K-12 decisions
- Envisioning course delivery differently (hybrid/online)
- Higher enrollment/Reduced Class Size

## Opportunities for Student-Focused Approaches

- Schedule flexibility
- Short-term training programs
- Program offerings and labor market alignment
- Continuing education funding

# Innovative Enrollment Strategies

- Use of data to identify students likely or unlikely to enroll
- Preparing the college for serving a changing student population
- Unique strategies for addressing enrollment changes and observed/desired outcomes

# Group Discussion

Facilitated by Kim Sepich

## Guiding Questions:

1. How might your college's enrollment change as a result of COVID-19?
2. How might you think differently about program offerings and the evolving labor market needs?
3. How might you think differently about connecting with the community to serve your students?



# Closing Thoughts

## What makes this different?

1. Uncertain return to face to face
2. FAFSA completion is down
3. High school dropouts likely to rise
4. Decreasing federal support
5. Expected lag before enrollment spike

## Strategies to Improve

1. Invest in Regional FAFSA completion (myFutureNC)
2. Develop and communicate a value proposition for multiple prospective student markets
3. Reshape offerings to meet emerging labor market needs

# Closing & Reminders

## Upcoming Sessions

**June 18:** Sustaining Student Success in a New Environment

**July 9:** Reimagining the Future using Design Thinking

For more information regarding the Presidents Academy Critical Conversation Series, please visit: <https://go.ncsu.edu/ccpresidentresources>

For additional resources visit: <https://belk-center.ced.ncsu.edu/covid19/>

[Please share your feedback on this session.](#) (See chat for link)



# Resources

[COVID-19 and the Enrollment Funnel \(EAB\)](#)