



# Higher Education Conference

February 23, 2011

*enrollment management*

*University of Oklahoma*

*Norman, Oklahoma*

## Conference Purposes

- Mobilize institutional and statewide initiatives to support enrollment management.
- Provide tools and support for enrollment management and Brain Gain initiative.
- Address recommendations made in the 2005 Noel-Levitz report.
- Promote higher education visibility, showcase institutions and encourage support.
- Provide interaction among and within institutions.

*program*



OKLAHOMA STATE REGENTS  
FOR HIGHER EDUCATION

*Improving our future by degrees*



# Higher Education Conference

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## enrollment management Chancellor's Welcome



Chancellor Glen D. Johnson  
Photo courtesy of *distinctlyOklahoma*.

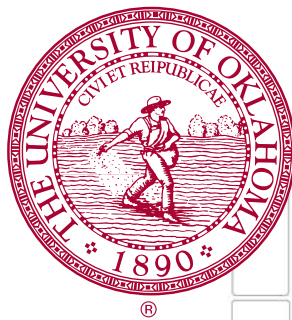
Welcome to the 2011 Higher Education Conference on Enrollment Management sponsored by the Oklahoma State Regents for Higher Education and hosted by the University of Oklahoma. Today we will have the opportunity to hear from national experts who will share successful strategies and practices in the area of enrollment management.

Also, special thanks to our presenters representing State System institutions who will share successful initiatives developed and implemented on their own campuses. Participants will spend time working in institutional groups to focus and reenergize their campus-specific enrollment management practices.

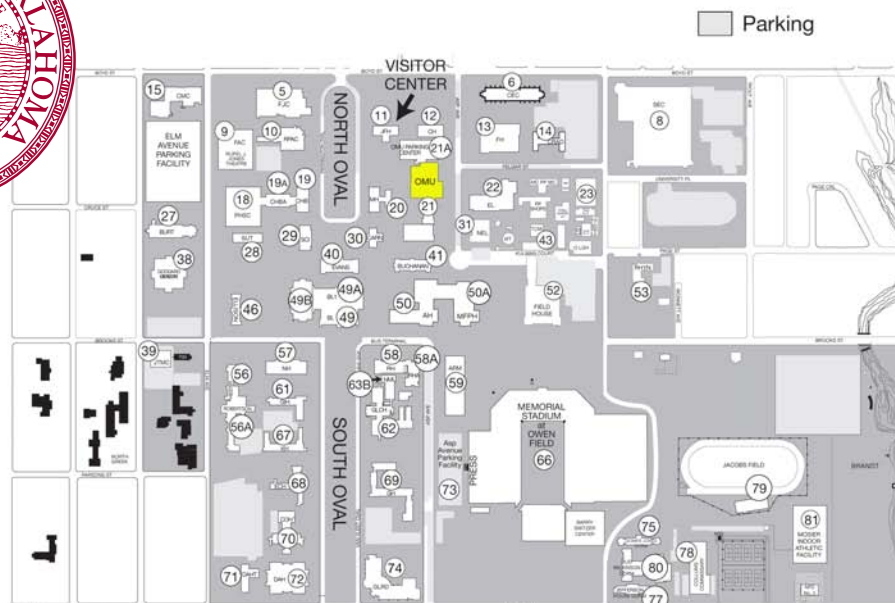
On behalf of the Oklahoma State Regents for Higher Education, thank you for your participation today and your ongoing commitment to student success.

## Acknowledgments

Many thanks to President David Boren and the University of Oklahoma for generously making their facilities available for this conference.



### Main Campus Map



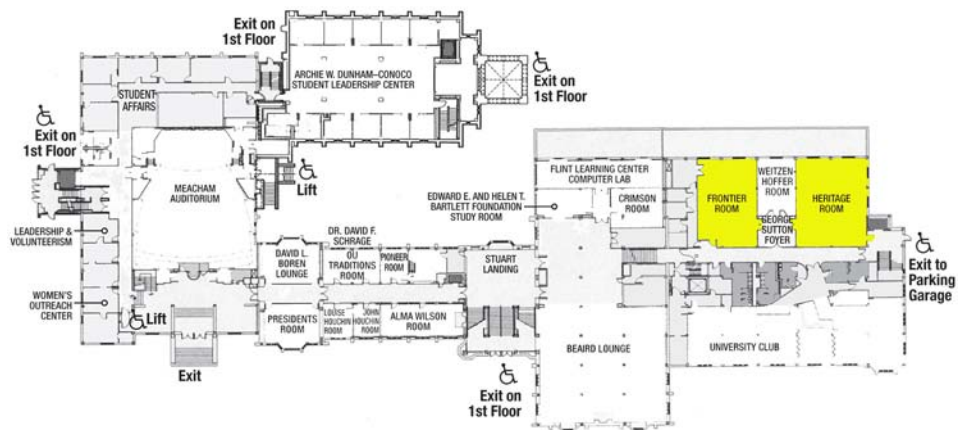


# Higher Education Conference

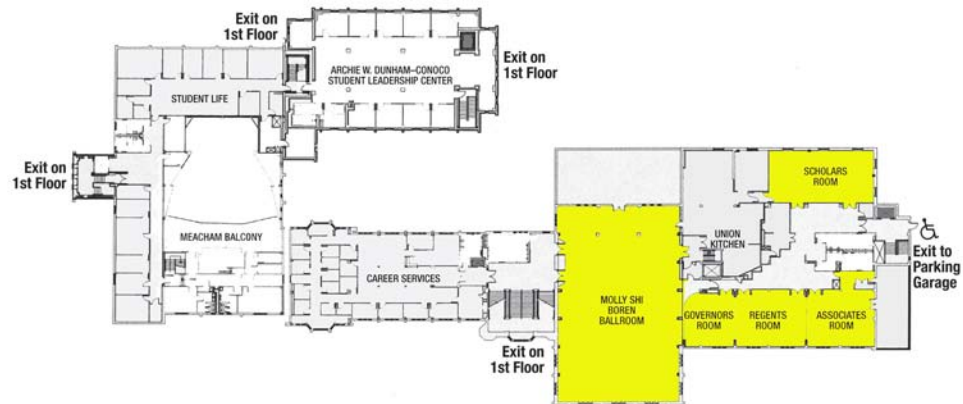
February 23, 2011

## enrollment management

### 2nd Floor



### 3rd Floor





# Higher Education Conference

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## enrollment management

### agenda

8-8:30 a.m.

#### Registration and Continental Breakfast

(Stuart's Landing, 2nd Floor)

8:30-9 a.m.

#### Welcome – seating by institution

(Molly Shi Boren Ballroom, 3rd Floor)

**Dr. Nancy Mergler**, Senior Vice President and Provost, University of Oklahoma

**Glen D. Johnson**, Chancellor, Oklahoma State System of Higher Education

9-10 a.m.

#### Opening Session

(Molly Shi Boren Ballroom, 3rd Floor)

#### Access to Success: Completing College

**Stanley G. Jones**, President, Complete College America

*Americans can take pride in the great progress made in ensuring access to college. A majority of our young people start some kind of advanced training or education within two years of receiving a high school diploma. Yet for too many, the journey ends long before graduation day. They become college dropouts. Not enough attention has been paid to education after high school. States have the power and responsibility to demand more from higher education and have an obligation to do so. After all, between direct financial support to schools and financial aid to students, state taxpayers are the majority investors in public colleges and universities. We should give them more of what they want: college graduates. Complete College America is a national nonprofit organization that is working with states to significantly increase the number of Americans with a college degree or credential of value and to close attainment gaps for traditionally underrepresented populations.*

10:15-11 a.m.

#### CONCURRENT SESSIONS

#### Follow-up Discussion With Stanley G. Jones, President, Complete College America

(Frontier Room, 2nd Floor)

#### Prior Learning Assessment and Community College Projects

(Scholars Room, 3rd Floor)

**Dr. Judith B. Wertheim**, Vice President, Higher Education Services, Council for Adult and Experiential Learning (CAEL)

*CAEL recently completed a comprehensive study of prior learning assessment (PLA) and learning outcomes. A follow-up study in spring 2010 focused on PLA, the community colleges and younger adults. Helping Community College Students Succeed will outline the results of those studies, as well as other initiatives identified by CAEL as valuable strategies that community colleges can implement to help ensure the academic success of students.*



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### **Transforming Lives Through Student Outreach in Academic Advisement**

(Governors Room, 3rd Floor)

**Dr. Liz Largent**, Dean of Student Development, Oklahoma City Community College *OSCC has endeavored to develop, implement and assess proactive practices within its Office of Academic Advising, in collaboration with numerous campus departments. This session will review four such practices: outreach to students on probation, live chat distance advising, a seminar to aid students in approaching entry-level assessment testing and outreach to students who withdraw from developmental reading and/or writing courses. Each practice has been found to be successful in aiding students in achieving their individual educational goals and may be adapted to any campus environment. Program design, materials, costs, staffing and assessment data will be discussed. Participants may also have the opportunity to share their own experiences and practices.*

### **Service Excellence in Enrollment Management Services**

(Regents/Associates Room, 3rd Floor)

**Jerrett Phillips**, Director of Enrollment Management, Northeastern State University  
**Brian Searcy**, Coordinator of Student Success & Second Year Outreach, Northeastern State University

*Emphasizing customer service, NSU has adopted service excellence values from the NSU Core Values that increase student satisfaction with enrollment services. NSU implemented this philosophy at all of its campuses and increased efficiency, accuracy and applicant-yield numbers. This presentation will highlight the service excellence values and provide practical examples of how the program was implemented in all phases of the enrollment management process: (1) Purpose & Commitment, (2) Communication & Responsiveness, (3) Problem Solving & Empowerment, (4) Accountability and (5) Transformative Assessment.*

### **What's Happening in Wagner Hall: Programs and Collaboration in the Lissa and Cy Wagner Student Academic Services Center**

(Heritage Room, 2nd Floor)

**Nicole Campbell**, Associate Dean of University College, University of Oklahoma  
**Becky Heeney**, Director of the Graduation Office, University of Oklahoma

*The Lissa and Cy Wagner Student Academic Services Building opened at OU in January 2009 and is home to University College, the graduation office, the Writing Center and Project Threshold. This presentation will describe the history of the building resulting from the generosity of the Wagners and the vision and support of the President's Graduation and Retention Task Force. The presenters will briefly describe the programs housed in the building, discuss in more detail some of the collaborative efforts such as use of the Graduation Planner in the Freshman Summer Enrollment Program and in the freshman gateway to college learning course, and discuss data-driven efforts to assess the efficacy of our student retention and success programs.*



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11-11:45 a.m.

### CONCURRENT SESSIONS

**Presidents' Meeting with Stanley G. Jones, President, Complete College America**  
(Heritage Room, 2nd Floor)

**Findings From the Noel-Levitz E-Expectations Research**  
(Scholars Room, 3rd Floor)

**Kevin W. Crockett**, President/CEO and Principal, Noel-Levitz

*For the past six years, Noel-Levitz and its research partners have conducted on-going survey research among prospective students and their parents to better understand their communication preferences in the digital age. This session will review major findings from this longitudinal research with an emphasis on the 2010 report, "Focusing Your E-Recruitment Efforts to Meet the Expectations of College-Bound Students."*

**Student Success Initiative Results and Lessons Learned**  
(Regents/Associates Room, 3rd Floor)

**Isabelle Billen**, Director of Information Systems/Institutional Research, Rose State College

**Jason Charlow**, Director of Student Success/Retention Initiatives, Rose State College  
*In association with the national initiative, Achieving the Dream: Community Colleges Count, RSC studied data indicating where the highest propensity to drop out or stop out was and developed strategies designed to enhance persistence and retention rates among student populations. This session will describe the process of uncovering the needs of the students via quantitative and qualitative data analysis, developing the ensuing strategies, and evaluating the effectiveness of aspects of the Student Success Center strategies. Three primary initiatives will be highlighted as evidence of the impact of data analysis in driving program improvement at RSC. The Student Success Center was created to provide a central location for all faculty, staff and students to connect with academic support services. The Academic Success Plan provides individualized academic advisement and degree discussion to students enrolled in STSR 1102, Educational Planning. Finally, procedures related to the college's Early Alert System will be shared along with data highlighting the impact of this program on student persistence and retention.*



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### **Early Detection of and Intervention With Financially At-Risk Students (EDIFAR)** (Governor's Room, 3rd Floor)

**Brad Burnett**, Executive Director of Financial Aid Services, University of Oklahoma  
*Difficulty in paying for college by families is caused by several factors including the economic climate affecting a family's ability to pay, price and the lack of increased funding for college students. The goal of the EDIFAR Program is to decrease the escalation in outstanding receivables, while providing students with the tools and information they need to manage their financial obligations. The issue of student retention is a significant one. Diversity, enrollment load, employment hours and finances are just a few of the major components of a student's ability to persist. While partnering with various offices to include the academic and social aspects of retention, this presentation focuses on the financial aspects of retaining students.*

### **Blueprints for Retention: Broncho and Sooner Strategies for Graduation Success** (Frontier Room, 2nd Floor)

**Becky Heeney**, Director, University of Oklahoma Graduation Office  
**Casey Partridge**, Senior Graduation Counselor, University of Oklahoma Graduation Office  
**Autumn Brinegar**, Coordinator, University of Central Oklahoma Learning Communities  
**Jay Corwin**, Associate Vice President, University of Central Oklahoma Enrollment Management

*Everyone talks about how much cheaper it is to retain a student than recruit a new one. Join UCO and OU graduation and retention specialists as they offer an interactive view of some best practices and prepare to share yours. OU will share the Sooner Success Program founded in research that suggests that students persist and graduate at higher rates when they are able to establish an enduring relationship with a staff or faculty mentor. UCO will share the Compass Learning Community, a unique living/learning community for students who were challenged academically.*

Noon-1:30 p.m.

### **Luncheon Session – seating by institution** (Molly Shi Boren Ballroom, 3rd Floor)

#### **Keys to Thriving Enrollments in the New Economy**

**Jay W. Goff**, Vice Provost and Dean of Enrollment Management, Missouri University of Science and Technology, Rolla

*Due to the current economic and demographic downturns, higher education is facing profound and pervasive changes in its basic business models and planning assumptions. These changes affect most of the primary factors that influence student enrollments: pricing and institutional aid, student loans, philanthropic support, investment strategies, curriculum delivery and design, international programs, enrollments and student support services, and government appropriations. Using a strategic enrollment management filter to identify solutions to the most challenging issues can be a key to ongoing student and institutional success in the coming years.*



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1:45-2:30 p.m.

### CONCURRENT SESSIONS

**Follow-up Discussion With Jay W. Goff, Vice Provost and Dean of Enrollment Management, Missouri University of Science and Technology, Rolla**  
(Frontier Room, 2nd Floor)

**A Framework for Course Redesign and Lessons Learned**  
(Regents/Associates Room, 3rd Floor)

**Dr. Sally Search**, Dean for Academic Support Programs, Tallahassee Community College

*Course redesign presents a myriad of opportunities and challenges for administrators, faculty, staff and students. Learn how Tallahassee Community College redesigned freshman composition with the support of the National Center for Academic Transformation (NCAT) and has now redesigned the developmental studies program, including English, reading and mathematics, to improve student learning and access.*

**LearningCounts.org**  
(Scholars Room, 3rd Floor)

**Dr. Judith B. Wertheim**, Vice President, Higher Education Services, Council for Adult and Experiential Learning (CAEL)

*CAEL has recently launched LearningCounts.org to help adults attain their degrees by earning college credits for skills and knowledge obtained outside the college classroom (prior learning assessment). This session will discuss LearningCounts.org, focusing on the value of prior learning assessments to multiple sectors of our society, the components of the initiative and the goals for the two-year pilot phase.*

**Exemplary Service Is More Than a Smile**  
(Governors Room, 3rd Floor)

**Joyce Allman, Ph.D.**, Associate Provost for Academic Advising Oversight, University of Oklahoma

*Service is an element of enrollment management that is sometimes overlooked; yet attention to this area is important in addressing issues facing our students. Using an analogy of a fine-dining experience, we see that it is possible to have a sense of style, refinement and sophistication in our interaction with students. How we present our offices, our services and ourselves, as well as offering "little things" to give students stellar service, can make a big difference in a student's college experience. The models and tips are easily duplicated at any institution, as the communication concepts are basic, but thoughtful.*

2:30 p.m.

**Cookie Break Available Outside 3rd Floor Conference Rooms**



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2:30-3:15 p.m.

### CONCURRENT SESSIONS

**Presidents' Meeting With Jay W. Goff, Vice Provost and Dean of Enrollment Management, Missouri University of Science and Technology, Rolla**  
(Frontier Room, 2nd Floor)

**ACT Executive Update – Everything You Have Always Wanted To Know About ACT's Assessments and Enrollment Management Services!**

(Scholars Room, 3rd Floor)

**Sue Wheeler**, Director of Postsecondary Services, ACT

**Don Pitchford**, Consultant for Assessment Services, ACT

*ACT Southwest Region staff will provide a program and services update. All secondary and postsecondary programs will be presented. Staff will also provide "best practices" on how these programs and services are used both nationally and in Oklahoma schools and colleges. Participants will receive specific information regarding the utility of ACT's College Readiness System and enrollment management services.*

**Lessons Learned – Retention Alert**

(Regents/Associate Room, 3rd Floor)

**Mary Turner**, Learning Support Specialist, Oklahoma City Community College

**E.J. Warren**, Director of E-Student Services, Oklahoma City Community College

**Pat Stowe**, Director of Student Support Services, Oklahoma City Community College

*"Early Alert" systems come in a variety of forms, but the purpose is the same...retaining students. This presentation will share the evolution of a system from a paper/electronic form to automated integrated software primarily for retention, but also its use for other tracking functions. Additionally, lessons learned along the way will be shared in the hopes of assisting others when searching for an automated mechanism for notification and data retrieval.*

**UC Action: Academic Assistance Using Faculty Involvement to Increase Retention at the University of Oklahoma**

(Governors Room, 3rd Floor)

**Mark E. Walvoord**, Interim Director for Student Learning Center, University College, University of Oklahoma

*The University College Action program seeks to increase student retention through offering academic assistance in higher-enrollment, high-D/F/W courses across departments. One major feature of this program is recruiting faculty and instructors to use two or more of their office hours to host an Action session. This provides a venue for students in large-enrollment courses to directly interact with their instructors. The program provides skilled, undergraduate peer learning assistants with 12 hours per semester of training in educational theory and tutoring techniques, so that they can assist instructors in their sessions or be paired with another peer learning assistant in a non-faculty session.*



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3:15-4 p.m.

### **ENROLLMENT MANAGEMENT IN OKLAHOMA HIGHER EDUCATION**

*Come and discuss enrollment management functions at higher education institutions across the state of Oklahoma. What is working and what is causing challenges? This session will provide the opportunity to share concepts with individuals from similar settings. Four concurrent sessions will be offered: research universities, regional universities, community colleges and those working with OKcollegestart.org. Panelists will offer ideas, facilitate discussion, and collect ideas for future activities.*

#### **Research Universities**

(Frontier Room, 2nd Floor)

##### **Panelists:**

**Matt Hamilton**, Vice-President and Registrar for Enrollment and Student Financial Services, University of Oklahoma

**Kyle Wray**, Associate Vice President for Enrollment Management and Marketing, Oklahoma State University

#### **Regional Universities**

(Scholars Room, 3rd Floor)

##### **Panelists:**

**David Barron**, Executive Director of Enrollment Management, Rogers University

**Jamie Glover**, Associate Vice President for Enrollment Management, Cameron University

**Bill Nowlin**, Dean of Enrollment Management/Registrar, Northeastern State University

#### **Community Colleges**

(Regents/Associates Room, 3rd Floor)

##### **Panelists:**

**Ric Baser**, Vice President and Chief Academic Officer, Tulsa Community College

**Rick Edgington**, Associate Vice President for Enrollment Management/Registrar, Northern Oklahoma College

**Amy Ishmael**, Vice President for Student Affairs and Enrollment Management, Northeastern Oklahoma A&M College

#### **Student Information Portal**

(Governors Room, 3rd Floor)

##### **Panelists:**

**Armando Peña**, Assistant Vice Chancellor for GEAR UP, Oklahoma State Regents for Higher Education

**Natasha Roberts**, Student Portal Administrator/Planner, Oklahoma State Regents for Higher Education

**Alicia McCullar**, Student Portal Coordinator, Oklahoma State Regents for Higher Education

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### *keynote speakers*



**K**evin Crockett, president, CEO and principal for Noel-Levitz, consults directly with campuses on strategy development for admissions, marketing, recruitment, retention and student financial aid. He also develops and executes the Noel-Levitz business strategy. Before becoming president, Crockett directed the firm's consulting services division, overseeing more than 60 full- and part-time consultants. An experienced enrollment manager, Crockett has served 150 institutions. Prior to joining Noel-Levitz, Crockett served as dean of admissions and enrollment management at Cornell College City, Iowa, where he enrolled the three largest consecutive entering classes in school history – culminating in record opening enrollment. A frequent speaker on enrollment management topics at higher education conferences Crockett received the CASE "Heavy Hitter" designation for outstanding workshop presenters. He holds a master's in higher education administration from the University of Iowa with concentrations in policy analysis and leadership studies.



**J**ay Goff is the vice provost and dean of enrollment management at the Missouri University of Science and Technology (formerly University of Missouri-Rolla). With 20 years experience in university enrollment, strategic planning and communication programs, Goff believes in building a team-oriented and data-driven workplace that stresses service-focused student success plans. His mission-centric approach has achieved record enrollments, retention, diversity and graduation rates. Currently, Goff serves as Missouri's representative to the ACT board in Iowa City, Iowa, on the board of directors for the Educational Policy Institute (EPI) in Washington, D.C., and co-chairs the University of Missouri's P-20 Task Force. In 2008, he was selected as the national four-year college and university strategic enrollment management (SEM) coordinator for the American Association of Collegiate Registrars and Admissions Officers's SEM national conference. Goff completed his undergraduate and graduate degrees in communication studies with a focus on organizational communication from Southeast Missouri State University and the University of Kansas, respectively.



**S**tanley G. Jones is president of Complete College America, a new organization focused on working with states to develop policy that supports increased completion of college degrees especially for under represented youth. Previously, Jones served 16 years in the Indiana State Legislature, more than five years as a senior advisor to Gov. Evan Bayh and 12 years as Indiana commissioner for higher education. Jones is credited as a primary architect of several landmark education policy initiatives. These initiatives include the 21st Century Scholars program, a scholarship program aimed at increasing the number of low-income students attending and completing a postsecondary education; the development of Indiana's new community college system; the creation of Indiana's Education Roundtable; and the implementation of Core 40, a college prep curriculum that has contributed to a significant increase in high school seniors going to college.



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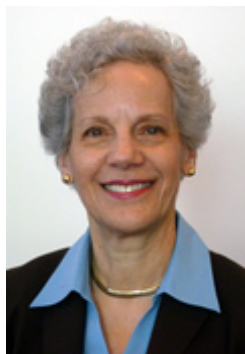
### *presenters*



**Dr. Don Pitchford** serves as a postsecondary consultant for ACT's Southwest Region in Oklahoma, Texas, Louisiana, Arkansas and New Mexico. His expertise focuses on enrollment management services, course placement, and college readiness and retention initiatives. Before ACT, he served at Oklahoma State University for 14 years as an admissions officer and as the director of high school and college relations. He holds a master's in student personnel and counseling and a doctorate in educational psychology with a concentration in research, evaluation, measurement and statistics.



**Dr. Sally Search**, dean for academic support programs at Tallahassee Community College, has taught since 1983. Search received her bachelor's and master's in math education, and a doctorate in instructional systems from Florida State University. She has been actively engaged in a variety of initiatives focused on improving the teaching and learning process. Initiatives include a range of student success and retention projects, the development of a teaching and learning model, faculty development programs, and the development of TCC's Quality Enhancement Plan. Search is a redesign scholar for the National Center for Academic Transformation. She facilitated the redesign of freshman composition at TCC and is implementing a redesign of the developmental studies program including English, reading, mathematics and college success. Search has made numerous presentations at national conferences on topics related to student success, quality enhancement and course redesign has received several excellence awards including the National Institute for Staff & Organizational Development Excellence Award in 2004 and the Award for Innovative Excellence in Teaching, Learning and Technology in 2006.



**Dr. Judith B. Wertheim**, vice president for higher education services for the Council for Adult and Experiential Learning (CAEL), oversees CAEL's work with colleges, universities, consortia and state systems to help adults return to school. She has presented workshops on prior learning assessment, the adult learning-focused institution and adult advising. Wertheim has also consulted about strategies to help adults continue their education. From 1980–2006, Wertheim was at Indiana University's School of Continuing Studies, where she most recently was interim dean for the universitywide school and held the rank of professor. Her responsibilities included general studies undergraduate degree programs; the master's degree program in adult education; the Indiana University high school program; distance courses at the high school, undergraduate and graduate levels; and professional development programs. Wertheim's bachelor's degree is from Wellesley College; her master's degree and doctorate are from Rutgers, The State University of New Jersey.



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**Sue Wheeler** is the director of postsecondary services for the ACT Southwest Region office. She has been on staff with ACT since 1996. Prior to her work at ACT, she held various educational positions at Clayton College and State University in Morrow, Ga., and California State University, Northridge, in admissions and counseling and testing. She currently is involved in many postsecondary initiatives in the ACT Southwest Region including college readiness and P-16 partnerships. Sue received her bachelor's in Spanish and a master's in educational administration, higher education from CSU, Northridge.



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### *notes*

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