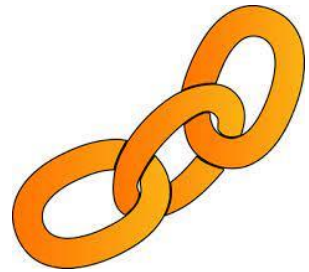


CRM RECRUIT / ADVISE

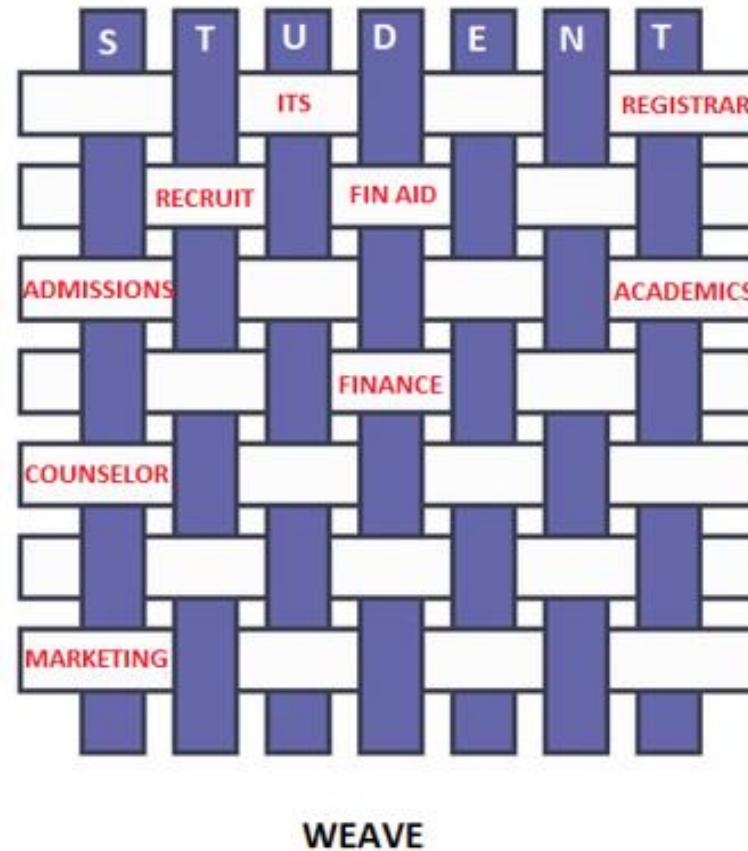
DEMC 03 04 2023

Kristen Whittaker, Application Services Manager ITS

Strategic Enrollment Management (SEM)

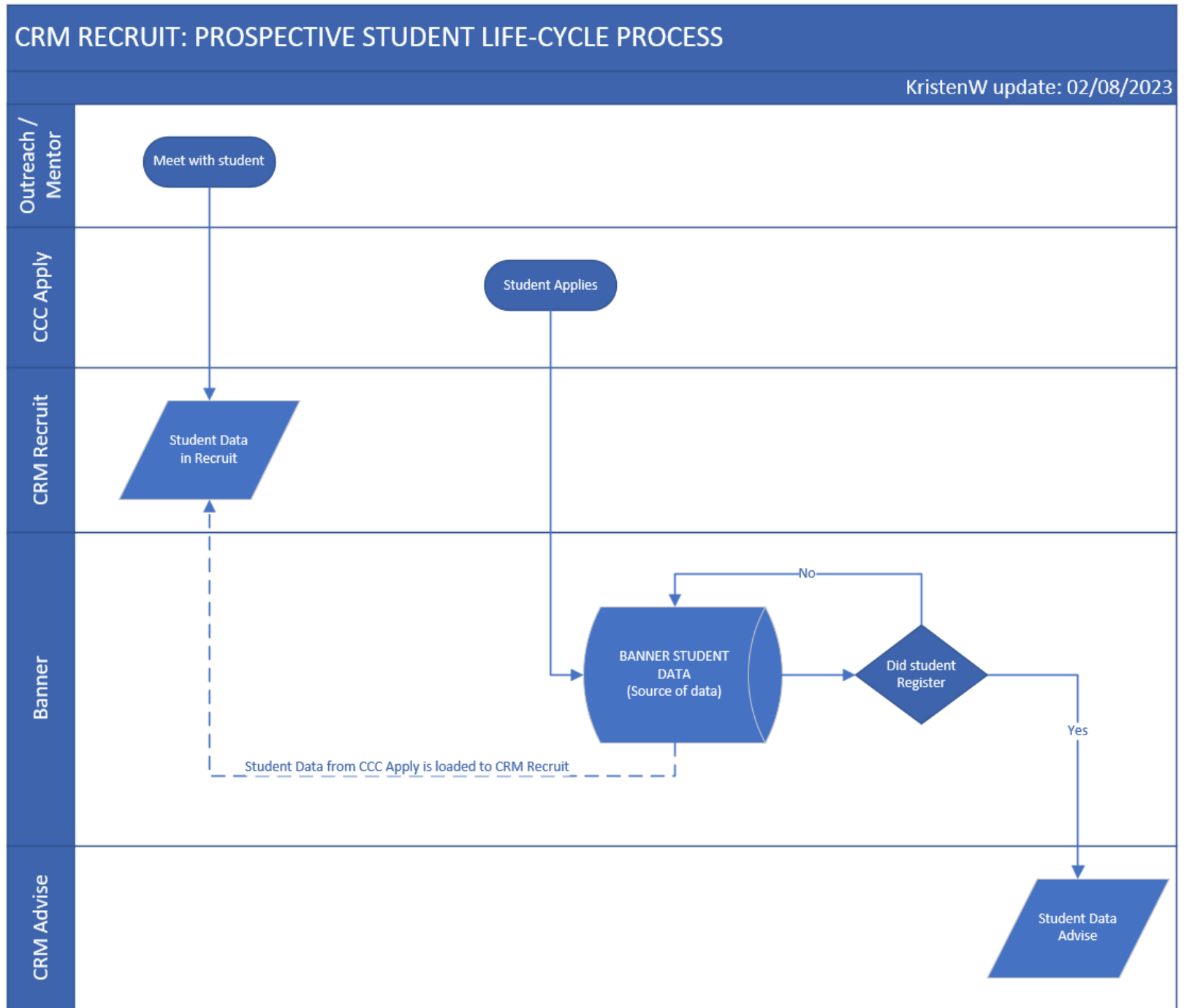


“strategic link that aligns tactical day-to-day enrollment and student success operations” (aacrao.org).

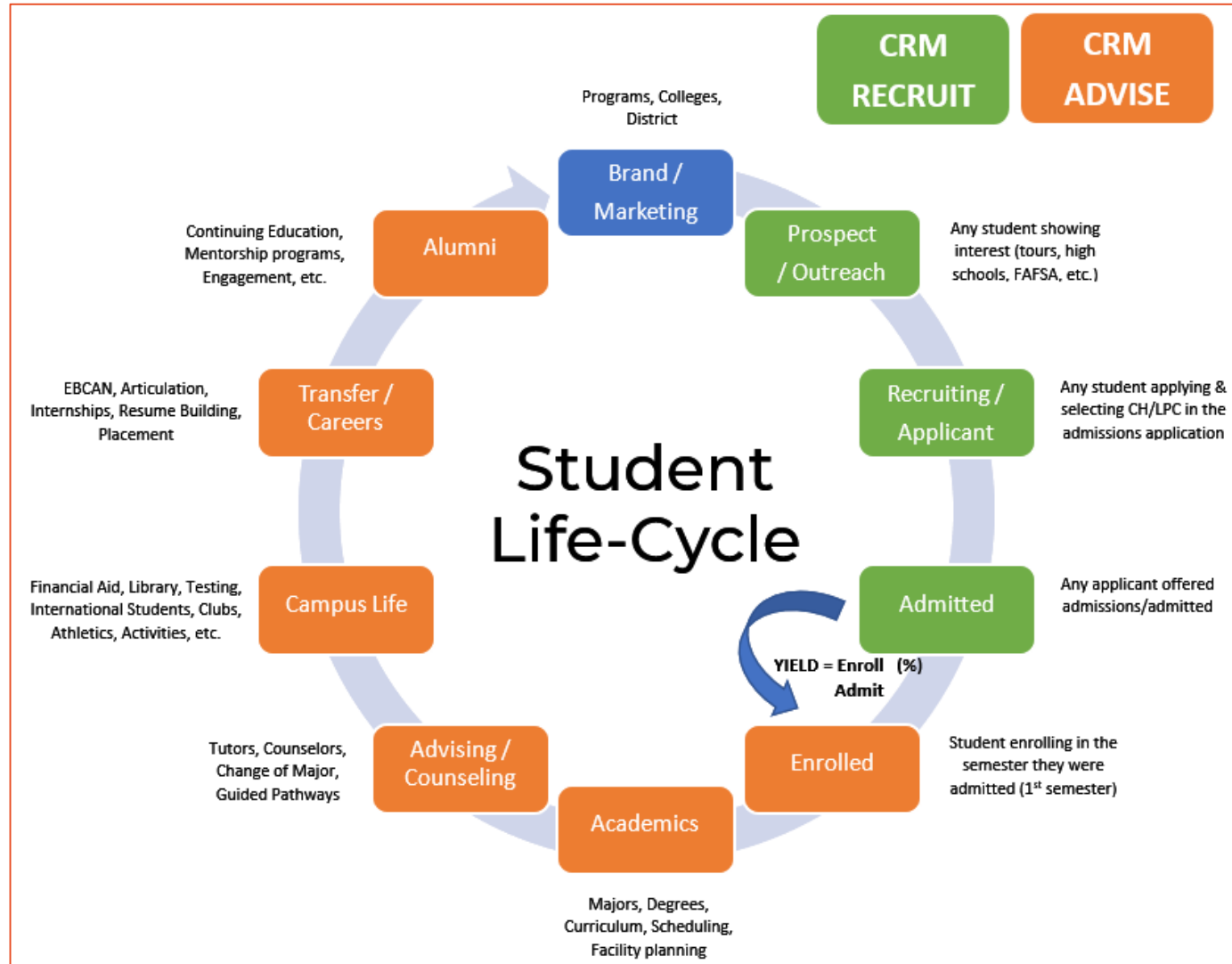


Workflow Process

CRM Recruit / Advise



Strategic Enrollment Management - Student Life Cycle



Admit Numbers

Row Labels	Spring 2021	Summer 2021	Fall 2021	Spring 2022
Chabot College	7653	5215	11616	7501
Las Positas College	3159	2884	5918	2918
Grand Total	10812	8099	17534	10419

Registration/Enroll Numbers

Row Labels	Spring 2021	Summer 2021	Fall 2021	Spring 2022
Chabot College	3086	2478	5028	2525
Las Positas College	1629	1449	3031	1261
Grand Total	4715	3927	8059	3786

Yield by Term

Row Labels	Spring 2021	Summer 2021	Fall 2021	Spring 2022
Chabot College	40.32%	47.52%	43.29%	33.66%
Las Positas College	51.57%	50.24%	51.22%	43.21%

SPRING OVER SPRING CREDIT				
SUMMARY_REPORT_HDG		FTEF	FTEF +/- this time last year	FTEF
Chabot College	202003 - Spring 2021	3651.16		266.39
	202103 - Spring 2022	3070.77		253.18
	202203 - Spring 2023	3199.90	4.21%	250.63
Spring 23 compared to Spring 21			-12.36%	
Las Positas College	202003 - Spring 2021	2654.99		189.84
	202103 - Spring 2022	2184.49		180.99
	202203 - Spring 2023	2261.71	3.53%	180.65
Spring 23 compared to Spring 21			-14.81%	

VALUE OF THE CRM

MyPortal, Advise, Recruit

- ▶ Engaged conversations across the district for these systems.
- ▶ Supports the SEM efforts to increase enrollments and retention.
- ▶ These systems will work together throughout the entire student life-cycle.
- ▶ Identify our students along their journey.
- ▶ Interactions initiated and recorded - the 'holistic' picture of support to the individual student.
- ▶ Customize our communications to the students. i.e: Enrollment Campaigns
- ▶ Data Informed Decisions enable more effective strategies.

TIMELINE

