Every success story has a beginning.

OneUMKC Recruitment and Retention Retreat

Wayne Vaught
Dean

Kati Toivanen
Associate Dean

Josh Parisse
Coordinator of Recruitment and Outreach

Megan Crook
Marketing Specialist

UMKC CAS Enrollments

AY2011 as Anchor

Reruitment & Retention Activities
JUNE 1, 2015

18 Academic Departments
Pre-Professional Programs
20 Interdisciplinary Programs
6,904 Current Enrolled (SP14)
(2,031 Dual Credit)
796 Faculty
$1.5M+ Scholarships offered in 2015-2016

The College of Arts and Sciences
### UMKC Enrollments

<table>
<thead>
<tr>
<th>Year</th>
<th>CAS</th>
<th>CAS+UC+BHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>87.78%</td>
<td>87.26%</td>
</tr>
<tr>
<td>2012</td>
<td>92.02%</td>
<td>91.47%</td>
</tr>
<tr>
<td>2013</td>
<td>83.78%</td>
<td>83.29%</td>
</tr>
<tr>
<td>2014</td>
<td>80.61%</td>
<td>80.13%</td>
</tr>
<tr>
<td>2015</td>
<td>86.16%</td>
<td>85.65%</td>
</tr>
<tr>
<td>2016</td>
<td>91.99%</td>
<td>91.45%</td>
</tr>
<tr>
<td>2017</td>
<td>96.45%</td>
<td>95.88%</td>
</tr>
<tr>
<td>2018</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
<tr>
<td>2019</td>
<td>88.84%</td>
<td>104.51%</td>
</tr>
<tr>
<td>2020</td>
<td>80.41%</td>
<td>99.51%</td>
</tr>
<tr>
<td>2021</td>
<td>76.22%</td>
<td>95.71%</td>
</tr>
</tbody>
</table>

### Community College Enrollments

<table>
<thead>
<tr>
<th>Year</th>
<th>State Fair CC</th>
<th>JCCC</th>
<th>MCC</th>
<th>KCKCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>100.00%</td>
<td>94.84%</td>
<td>90.53%</td>
<td>85.67%</td>
</tr>
<tr>
<td>2012</td>
<td>100.00%</td>
<td>99.64%</td>
<td>97.50%</td>
<td>94.83%</td>
</tr>
<tr>
<td>2013</td>
<td>100.00%</td>
<td>100.83%</td>
<td>102.21%</td>
<td>98.19%</td>
</tr>
<tr>
<td>2014</td>
<td>100.00%</td>
<td>97.19%</td>
<td>93.59%</td>
<td>92.44%</td>
</tr>
</tbody>
</table>

### Summary

- **State Fair Community College**
  - Percentage of CAS Incoming Students Admitted as Transfers vs. FTC: 60.13% 57.16% 58.17% 57.74%

- **JCCC**
  - Percentage of CAS Incoming Students Admitted as Transfers vs. FTC: 60.13% 57.16% 58.17% 57.74%

- **MCC**
  - Percentage of CAS Incoming Students Admitted as Transfers vs. FTC: 60.13% 57.16% 58.17% 57.74%

- **KCKCC**
  - Percentage of CAS Incoming Students Admitted as Transfers vs. FTC: 60.13% 57.16% 58.17% 57.74%
Competitor CAS Unit Enrollments
AY2011 as Anchor

MO/KS Combined Public HS Grad
UMKC CAS FTC FT+PT Fall Enrollments
CAS SCH PRODUCTION
Bachelor of Health Sciences
University College
Great Recession Starts (December)
Great Recession Ends (June)
Full-Time CAS Recruiter Starts Marketing Campaign Begins
AY2006 as Anchor

RECRUITMENT
Focus and Strategy

- Primary recruitment focus on four departments:
  - ALP+D
  - Communication Studies (Journalism and Mass Communication; Film and Media Arts)
  - Criminal Justice and Criminology
  - Art & Art History (Studio Art)
- Secondary recruitment emphasis on Foreign Language (Spanish) in Lee’s Summit School District and Sociology (Anthropology minor) at JCCC

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RECRUITMENT
Emphasis Outreach

- Classroom presentations in area community colleges
- Departmental showcases
  - CJC table at MCC-Penn Valley’s humanities building
  - Studio Art table at MCC-Blue River’s art and sciences building
- Connecting with clubs and organizations

RECRUITMENT
General Outreach

- Group visits with PREP-KC, HSCP, homeschool networks, etc.
- Established in counseling offices at both MCC-Longview and JCCC
- Redesigned the format of recruitment events:
  - Experience UMKC
  - Preview Day
- One-on-one recruitment and advising
- Direct communication with students and families

RECRUITMENT
Affordability

- Collaboration with CAS Scholarship Director, Liz Barton:
  - "Future Roos"
  - Adjusted CAS automatic scholarship deadline
- Application fee waiver

RECRUITMENT
Relationship Building

- Collaborating with campus partners
  - ADP peers
  - Admissions
  - Institutional Research
  - MCOM
- Marketing strategy planning with academic departments
463 students surveyed at the end of FS14
- 91% planned to enroll in SP15
- 50% of those not planning to enroll were graduating
- 77% would recommend UMKC to friends and family

**Top Five Factors in Choosing UMKC**
- Quality of education
- Cost to attend
- Financial aid/scholarships
- Ability to get a job upon graduation
- Quality of faculty

**RECRUITMENT**
**Survey: Why Students Come to UMKC**

**Communication**
- Messaging and differentiators
  - The City is our Campus
  - Every success story has a beginning...begin your story here
- Student communications timeline
- Channels

**Integrated Marketing**
- Viewbook
- Prospective Student Portal
- Recruitment campaign
- Social presence
- Web redesign
- Evaluation

**International Recruitment**
- Opportunities for HSCP and Applied Language Institute (ALI)
- Offered first international HSCP Dual Credit in Vietnam 2014-2015; planning to expand to China
- Targeted recruitment in Brazil, Chile, Vietnam, Turkey, Korea, Indonesia and China
- Developing strategies and marketing collateral
**RETENTION**

**Student Success Initiatives**

- Full participation in all university-level student success initiatives
- Major Maps designed to increase degree attainment and to ensure proper fit early
- Aggressive roll-out planned for fall 2015 for UMKC Connect Progress Surveys and Flags
  - CAS Life Coach follows up with all students

**Reduction of DFW Rates**

- Identified and targeted efforts to courses with high risk
  - Chemistry 211
  - Philosophy 222
  - Math 110
- ALEKS math placement test
- Supplemental Instruction (SI) for new courses, as well as critical and gateway courses

**Online Course Offerings**

- Flexibility in course scheduling
- Strategic development of online delivery of courses for BLA-Online Program and UMKC General Education Core
  - Discourse 100, 200, and 300
- Six minors fully online and one hybrid Bioethics and Medical Humanities, Classics, Communication Studies, Criminal Justice and Criminology, English, Gerontology (hybrid) and Women's and Gender Studies
- Spanish language sequence online
RETENTION
Pre-Professional Student Efforts

- New career development course sequence required
- Career psychologist to provide leadership
- Pre-Professional annual luncheon

RETENTION
CAS Academic Advising

- As of fall 2014, academic advisors assigned based on academic major (previously by alpha)
- Increased satisfactions between department advisors and CAS advisors as well as students

RETENTION
Enrollment Tracking

- Developed an accurate dataset to identify eligible students not enrolled for the following semester
- Communication plan to encourage faculty and advisor involvement
- Developed datasets to identify other challenges to student enrollment

RETENTION
Student Communication

- Weekly enewsletter
- Over 10,000 recipients in SP15 semester
- Open rate – average 31% (3,075)
- Non-profit education industry average is 20%
- Online Marketing Resource Center
OPPORTUNITIES

- Embrace Urban Setting
- Community Engagement
- Internships
- International Recruitment
- Diversity Opportunities
- Joint/Dual Degree Programs
- Online Education
- Student Success

YOUR SUCCESS STORY BEGINS HERE:
CAS.UMKC.EDU/GO