

Lane Community College Board considers plan to stabilize enrollment

Lane Community College is proposing to experiment with sophisticated enrollment management techniques — borrowed from business — with a goal of stopping its enrollment slide.

Administrators are scheduled to present their 19-page, three-year enrollment strategic plan to the LCC board at 6:30 p.m. July 8 in Building 3 on campus.

Over the past five years, enrollment fell by one third, down to 10,356 based on full-time equivalency.

The goals of the plan, according to college documents, are to increase enrollment by 5 percent each year, increase retention of students by 5 percent over three years — and up the number of student who get credentials by 22 percent over three years.

The plan would produce \$2.3 million in added annual tuition and fees by the third year, and it would cost about \$350,000 a year.

The plan calls for the establishment of a new Office for Admissions and Recruitment, which would have a budget of \$250,000 a year, although some of the staff would be reassigned from current positions.

The office would try to keep closer tabs on students to make sure they continue to enroll term-by-term, complete classes and move toward graduation or a career credential.

The office would launch students from the beginning by giving them a clear academic road map to their educational goal.

College staff would check in at “relational touch points,” perhaps to celebrate milestones with a motivational app and provide “college success messaging.”

The plan proposes to create an “academic alert system” to identify a student who’s failing classes and activate a “student response team” that can help find remedies, according to the plan.

And when the student reaches the 45 credits needed to graduate, administrators would gently remind them it may be time to transfer or graduate, lest their financial aid run out before they meet their ultimate goal.

The college proposes to buy “customer relations management” software to track where each enrollee is in the student lifecycle — recruitment, enrollment, retention, graduation, donation.

Such software allows personalized multichannel communications, including through social media, text message, voice mail and records of in-person visits. The software allows a view of every contact the college had with each student.

The estimated software purchase price is \$120,000 with a \$60,000 annual license fee, according to college documents.



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