



# Community Colleges

Improving Student Engagement to Solve Recruitment and Retention Challenges

## Student Engagement is a Key Challenge for Community Colleges

Provosts and other key administrators at community colleges have the inspiring but challenging job of opening doors of opportunity to some of our nation's most in-need populations. With an eye toward the end goal—career placement, degree certification or transfer—schools understand that tackling student engagement is a fundamental building block of the student success equation.

Following a decade of expanding enrollments, disruptive technology roll-outs and rising service demands, it is more challenging than ever for community colleges to develop engagement strategies that meet the needs of their increasingly diverse learners.

Research shows that students perform better and are more satisfied at colleges that place strong emphasis on non-academic support—the critical services like academic advising, career guidance, and financial aid counseling that happen outside a classroom. According to the 2009 Community College Study for Student Engagement (CCSSE), nearly three quarters of students attributed a high level of importance to academic advising and career counseling, though nearly half say they rarely or never take advantage of these services.

This research suggests that students feel there is a gap between the importance of certain services and their utilization of those services. This disparity highlights how important it is for community colleges to focus not only on the development of these services, but on the channels by which the existence and strength of the programs are communicated.

Ultimately, engaged learners that take full advantage of all of their school's services are more likely to stay in school, an outcome that clearly benefits both student and school alike.

## How Presidium Can Help

As a partner to hundreds of community colleges, Presidium understands the importance of school-to-student communication throughout the student lifecycle. Engaging students when, where and how they expect it is directly tied to student persistence, student satisfaction and institutional success. By providing virtualized services, leveraging technology solutions and redesigning processes, Presidium helps community colleges improve key metrics such as FAFSA import to award, yield rates, and student satisfaction rates.

We do this by enhancing:

### Student Engagement

Communicate with current and prospective students about applications, transcripts and classes in the inbound and outbound mediums with which they are truly familiar—text, chat and online self-help. Build an engagement strategy that drives student success and enhances core revenue streams.

### Availability

Provide your students with 24/7/365 service for admissions, registrar, and financial aid questions. Separate complex and routine tasks so your internal teams can focus on mission-critical job functions like application reviews, transcript requests, and financial aid packaging. Connect your students with the information they need to enroll, enjoy and stay in school. Keep your students plugged-in and involved.

### One-Touch Service Environment

Centralize access to student service information so it is easy for students to find the resources they need like class prerequisites, transcript data, FAFSA forms and registration deadlines. Create a seamless experience for students outside the classroom to help them achieve academic and career-related goals.

## About Presidium

Presidium is an education services management company and partner to hundreds of the world's most progressive education providers. We increase student engagement and financial aid utilization to improve student success. Our market leadership is earned by driving extraordinary client results in every major benchmark. We do this through virtualized services, education process redesign, and technology solutions.

## A Path to Student Success

Presidium is dedicated to helping community colleges create engagement models that enable distinct and measurable improvements in student satisfaction, retention and financial aid utilization so that a school's key performance metrics reflect the collective energy of students, faculty and staff.

The list of challenges is daunting, but progressive institutions are turning adversity into an opportunity to shine. Community Colleges such as Delgado (LA), Hillsborough (FL), Davidson (NC) and the California System have partnered with Presidium to simultaneously improve cost efficiency of core revenue streams and redefine student success models.

## Innovative Enrollment Practices

What if, at the push of a button, you could send a customized text message to prevent a group of at-risk students from dropping out? What if, through custom analytics, you could actually receive a report with the names of those students, and the last time they logged into your LMS? What if you could mitigate lost enrollments by having a dozen people on-hand to conduct outbound calls to every student facing imminent FAFSA deadlines? These 'what-if's are not just pie-in-the-sky ideas. They are proven practices that Presidium has implemented for community colleges around the country to help get and keep students in class.

## Recruitment and Retention Solutions

- Outbound Prospect Qualification
- Admissions & Yield Management Support
- Virtualized Admissions Office
- Virtual Orientation Services
- Business Intelligence for Enrollment Services and Admissions Leaders
- Enrollment Management Consulting
- Proactive Retention Text Campaigns

In addition to our work in recruitment and retention, we also help institutions:

- Maximize financial aid to increase the likelihood of student success and improve the cost-efficiency of core revenue streams;
- Leverage IT technology investments to align with an institution's mission and challenges
- Develop assessments based on best practices and peer benchmarks, which can then be used to guide strategic planning and drive data-based decision-making

# KCTCS

## Kentucky Community Technical College Systems' Virtual Student Service Desk

Like many of its peers, KCTCS has offered online programs for many years. However, to better meet the needs of a changing student population, KCTCS developed an innovative virtual program that delivers on-demand, bite-size courses which more effectively serve its growing population of busy, working adults.

Recognizing that current and prospective students of this new virtual program would require additional service and support, KCTCS partnered with Presidium. During the initial planning phase, KCTCS and Presidium co-created an integrated service desk environment for the program, which included comprehensive admissions and registration support.

As KCTCS's Virtual Student Service office, Presidium manages typical student inquiries like:

- What are the Admissions Requirements?
- What do I need to do to complete my application?
- How do I get a copy of my transcript?
- What is the prerequisite for a certain class?
- Why is there a hold on my registration?

Sample Partnership Results:

- 81%-92% overall student satisfaction rate with quality of service
- Dedicated student service experts allow KCTCS' Online staff to focus on more complex academic and student service functions, improving overall program efficiency and quality.

*Presidium has helped clients experience progress against these goals in a matter of months. Contact 888.383.4709 ext. 6 or visit [www.presidiuminc.com/community-colleges](http://www.presidiuminc.com/community-colleges) to learn more about how we can help enable cost-effective growth and student success at your institution.*