



MONROE COUNTY COMMUNITY COLLEGE



Student Engagement Report

Recruitment, Advising and Student Success



Mission

Monroe County Community College's mission defines our organizational scope, purposes and operation that distinguishes us from other colleges, universities and organizations:

Monroe County Community College enriches lives in our community by providing opportunity through student-focused, affordable, quality higher education and other learning experiences.

MCCC accomplishes its mission through:

- Post-secondary pathways for students who plan to pursue further education
- Occupational programs and certificates for students preparing for immediate employment upon completion
- Curriculum that prepares students to effectively communicate, think critically, and be socially and culturally aware
- Comprehensive student support services
- A wealth of opportunities for intellectual, cultural, personal and career enhancement
- Training and retraining to meet the needs of an evolving economy
- Key partnerships to enhance educational services and opportunities

Strategic Plan

MCCC's [Strategic Planning](#) process serves as a vehicle by which the college continually evaluates itself and identifies opportunities for continuous improvement. MCCC's 2020-2025 strategic plan identified three primary goals: 1) Improve college access and student success, 2) Relevant and innovative education, and 3) Create a student-focused environment.

Philosophy

MCCC was founded in 1964 when citizens of Monroe County voted to establish the county's only institution of higher learning. While there is a trend among community colleges to drop the word "community" from their names, we believe the word "community" should define us. With a mission to serve, the college must engage its citizens to raise awareness about campus resources and continually engage students from the time they are being recruited through career placement and beyond to ensure their educational, economic and societal success.

Purpose of this Report

The chief responsibility of Monroe County Community College is right in our name. Our job is to serve the community of Monroe County. Historically, community colleges like this one have developed college enrollment plans to increase the number of students registering for classes at the college. This Engagement Report was developed in acknowledgment of MCCC's comprehensive goals within the 2020-2025 Strategic Plan:

- To improve college access and student success;
- To engage and prepare students in and for relevant and innovative educational pathways that will lead to high-wage, relevant careers that benefit community business and industry; and
- To create a student-focused, inviting and engaging learning environment.

In alignment with our mission, values and goals, tactic 3.1A of the [Strategic Plan](#), directed the college to assess the student experience from recruitment

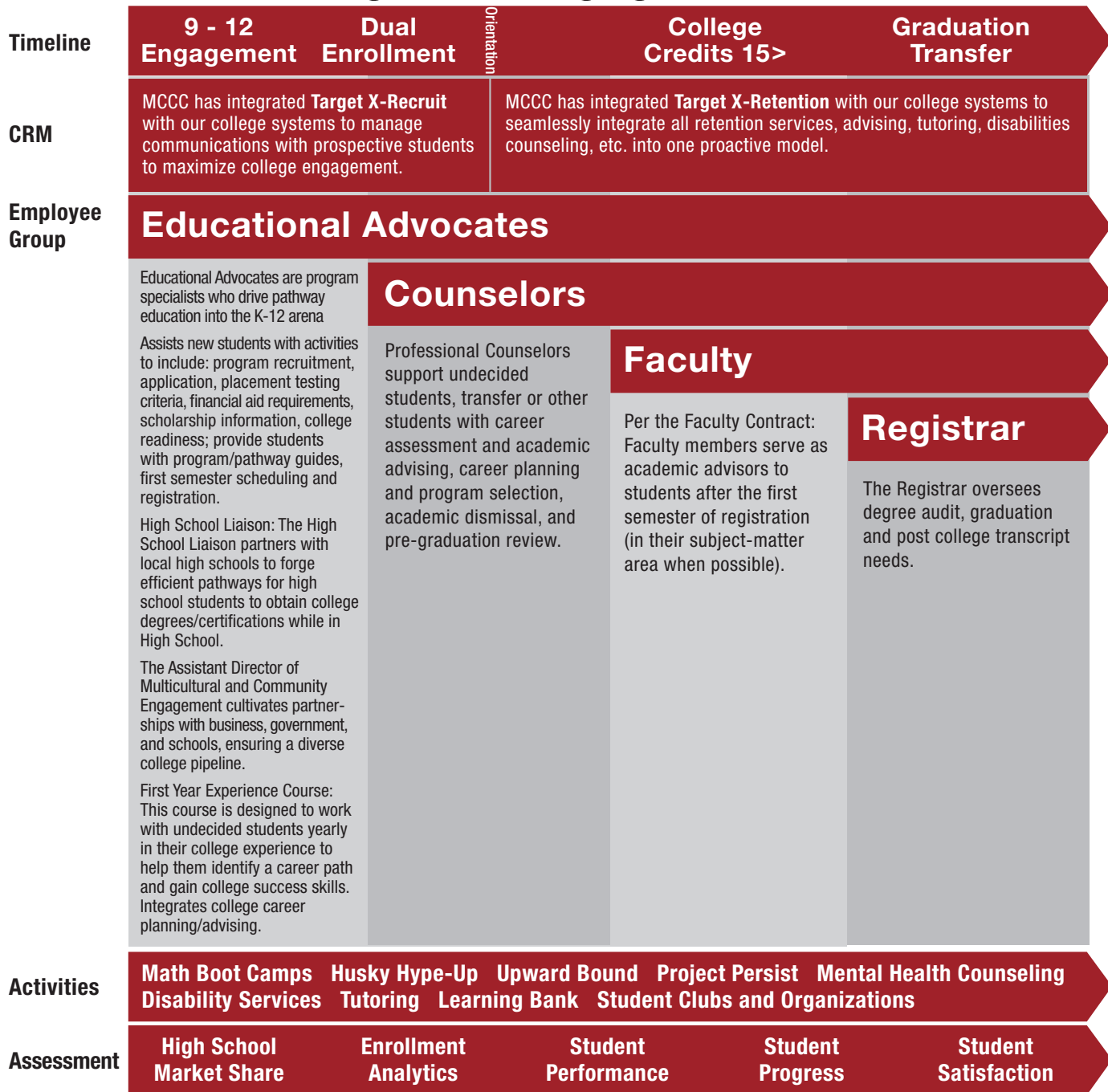
to completion. [SEM Works](#) was contracted to assist MCCC in mapping the student experience and make actionable recommendations. Key among the recommendations were:

- The development of a prospect cultivation and communications plan inclusive of a Constituent Relationship Management system and program-specific marketing.
- A [return on investment analysis](#) of the college's programming.
- Improved student onboarding processes for initial college scheduling/registration, proactive placement testing, financial literacy, as well as a reimagining of our academic advising processes.

The strategies and tactics are the result of the college's work to improve student engagement based on the Strategic Plan and the findings of the SEM Works analysis.



Figure 1: Engagement



Admissions Employee Trainings:

- 1) FERPA
- 2) Marketing
- 3) Admissions Cycle and Processes
- 4) Customer Service Expectations
- 5) CRM
- 6) Pathways and Schedule Management
- 7) WebPal
- 8) Role of the Student Success Center

- 9) Campus Tour
- 10) Recruitment
- 11) Policy and Procedure
- 12) Financial Aid Basics (FAFSA)
- 13) Orientation
- 14) Brightspace
- 15) Educational Advocate Suite
- 16) Wildy Important Goals
- 17) Community Integration

Faculty Advising Training:

- 1) Advising Basics
- 2) Advising Extended
- 3) CRM for Faculty Advisers

Student Engagement Strategies

Prospective Student Engagement

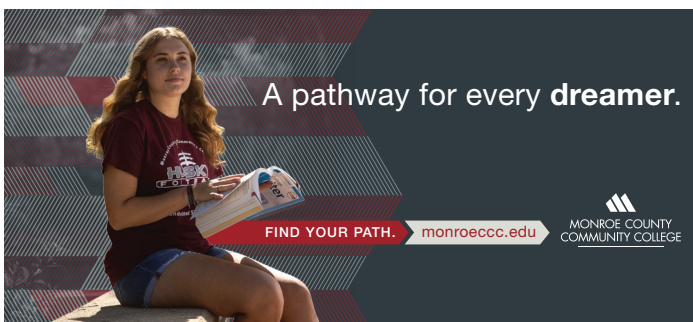
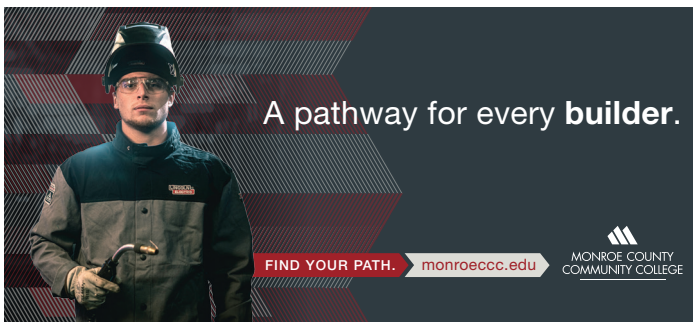
Marketing Communications

Often, a potential student's first engagement point is from a college's marketing communications, such as the website, direct mail piece or electronic communication. The goal of most marketing communications engagements with prospective students or parents is to inspire action: getting the potential student to inquire about the college or apply. To this end, MCCC's Office of Marketing and Communications developed and implemented a communications plan focused on student-focused and [academic pathways-specific messaging](#).

The college strove to better align MCCC's communications to spark a deeper conversation higher in the conversion funnel. In reality, community college students comprise

all ages, interests and goals, and those personal attributes are what make the educational journey unique to each one. MCCC offers a solution to the cliché college path by partnering students with the right resources, communities and potential employers, and focusing on enriching the lives of each person. By working together to form these personalized paths, starting with the right academic pathway, we can help each student realize their own individual success.

Assessment/Results: The campaign is designed to drive traffic to specific areas of the college website and is assessed by the growth in traffic to those pages. For example, the full campaign launched in April 2023, and from May-July, the [landing page](#) had the 4th-most users of all MCCC web pages with 7,597 and the 5th-highest traffic with 13,196 views.



Constituent Relationship Management System

MCCC invested in a new CRM product, TargetX Recruit. Our Admissions and Marketing Communications Teams are now using TargetX Recruit to create and track college-prospect engagement points:

- Automatically creating individualized data files when a potential student inquires about college programs.
- Automatically creating a student “record” or account when a student applies to the college.
- Creating and implementing communications campaigns that provide regular and consistent tailored messaging to all prospective students.
- Integrating messaging with automated “incomplete application tracking,” including pre-academic placement testing, to help students navigate the application process. This tracking is integrated with data-informed follow-up from educational advocates.
- Logging all off-campus visits by Admissions staff to prospective students.
- Gathering and analyzing data to determine which off-campus events are most productive.
- Incorporating academic department events to enhance prospective student and parent engagement processes.
- Recording and qualifying every inquiry and personalizing those touch points with focused information and tracking phone calls, texts, emails and other communications.
- Engaging in outreach with local businesses.
- Actively involving academic personnel in student recruitment
- Utilizing the National Student Clearinghouse to identify potential students.

By integrating the above TargetX-Recruit processes, MCCC will ensure full college student engagement throughout the prospective student lifecycle stages.

Relationships with Area Businesses

In 2022, MCCC began strengthening and growing its relationships local businesses by resurrecting its Local College Access Network. LCAN aims to engage local

businesses in activities that build a college-going culture in Monroe County, particularly among first-generation students, low-income citizens and citizens of color. During the 2023 academic year, LCAN met and supported the college’s effort to hire Lightcast to conduct an extensive Return on Investment analysis for an MCCC degree/certificate. This data will be used by the college and area businesses to engage with MCCC as a viable avenue for increasing individual, family and county economic attainment. During the 2023-24 academic year, LCAN will use Lightcast data to

- 1) Promote education in Monroe County to potential students who have never attended college before.
- 2) Identify academic programs the college should develop that are aligned with the county’s economic development needs.

Improving High School Relations

In its analysis, [SEM Works](#) noted that student recruitment was lacking and that the college needed to “dramatically increase student recruitment efforts.” The report concluded that “the college will either need to redefine roles and responsibilities among existing staff or add recruiter positions.” In direct response to this analysis, the Admissions Office now employs five educational advocates, one for each academic dean’s program area. The educational advocates work with prospective students in their assigned areas of study, as defined by the academic divisions, to ensure a smooth process for prospective student engagement, enrollment and registration.

The academic counselors in the Admissions Office now focus on returning students and career counseling rather than new students. Full-time teaching faculty serve as advisors to continuing students, assisting them in registering. The Admissions Office has added two additional transformative positions: an assistant director for multicultural and community engagement and a high school liaison. The assistant director for multicultural and community engagement works to bridge the relationship between MCCC and underserved populations of our community. The high school liaison coordinates directly with area high school counselors on dual enrollment and MCCC’s Direct College program.



Other Recruitment Initiatives

- *Degree audits are now completed automatically for students by semester.*
- *Pathway-based curriculum:* Academic pathways have been developed for every program to help students maximize their time at the college by ensuring they only take what they need. Once potential students identify an educational pathway, they are assigned to the Educational Advocate assigned to that academic discipline. Until that time, Educational Advocates work with their respective academic deans/faculty to develop
- *Programmatic informational sessions/events* are held to inform potential and existing students about educational options at the college.
- *Family financial aid planning:* Educational advocates collaborate with college Financial Aid staff to hold events for potential/existing students and their families. The advocates will also be trained to hold *FAFSA completion events* throughout Monroe County.
- *Proactive academic success planning:* Students who enter college underprepared in math and English are far less likely to graduate than students who are college-ready. *By engaging with potential students well before college enrollment*, MCCC's educational advocates help prospective students assess their skill sets through the college's existing placement testing program and direct them to a program in which they can appropriately prepare for college matriculation.
- *Direct College/Dual Enrollment* opportunities allow high school students to consolidate congruent coursework from high school and college into one

course, which counts toward completion of both simultaneously.

- *Upward Bound* programming engages students from local high schools – Monroe, Jefferson and Airport – in college preparatory programming designed to support students academically, culturally and socially. This program is designed to help students develop a college-going skill set and self-efficacy.
- *College skills, English and math preparation:* MCCC has two programs designed to remediate English and math deficits prior to college matriculation.
 - *“Boot Camps”* are offered as non-credit programs for prospective developmental level students in need of math and/or English skill enhancement. Successful completion of these courses permits students to matriculate into college-level coursework.
 - *Husky Hype-Up* is a grant-funded, eight-week program designed to target low-SES (socioeconomic status), recent high-school graduates who could benefit from writing and math support. The program includes registration for COLL 145, the college's new First Year Experience course. The program provides a new computer, transportation support and daily lunch to all students who engage in intensive math and writing programming prior to college entry.
 - *New Student Orientation* represents the culminating experience for the recruitment/enrollment process and the commencing experience for the student's educational background (retention/completion focus). Formerly a consideration and now an institutional practice, freshman orientation is now a mandatory engagement activity for all students. During orientation, students learn more about MCCC academic processes; how to access their Brightspace accounts; services such as Disability Services, mental health screenings and referrals, and “Project Persist” support to address emergencies before they can spiral into an irreversible crisis, and tutoring. They also learn about opportunities outside the classroom, such as student organizations and Study Abroad. At the end of the session, students are shown how to plan their course schedules, register and monitor their academic progress using [MyWebPal](#). They walk out of New Student Orientation with their fall schedules.

Current Student Engagement



MCCC Happenings E-mail/Online Newsletter

[MCCC Happenings](#) is a monthly email/online newsletter issued during Fall and Winter semesters that is designed to help keep students informed regarding things they should (or must) engage in to have a positive educational experience at MCCC.

CRM-Retention

Given the college's success with the CRM-Recruit system, we decided to recently implement a CRM-Retention system through which MCCC will conduct *weekly evaluations of every student's progress and engage with students based on those analyses as needed*. This process creates five major student engagements:

1. Actively measure student success proactively using over 30 data points. These "student success scores" are broken up into several risk factors, including *academic* (e.g., GPA, standardized test scores, placement test scores, developmental course enrollment, alerts), *engagement* (e.g., advising appointments, holds, alerts, program declaration), *financial* (e.g., number of holds, alerts, satisfactory academic progress status, payment plan), and *behavior factors* (e.g., alerts).
2. Examine student use of the Brightspace to evaluate student engagement in coursework.
3. Execution of an integrated early-alert system that allows faculty and staff to submit and track early alerts for academic support, mental health and financial assistance/hardship.
4. Tracking of student registration for the subsequent semester.
5. Contacting of identified students to create appropriate appointments for student support services, including advising.

Academic Services

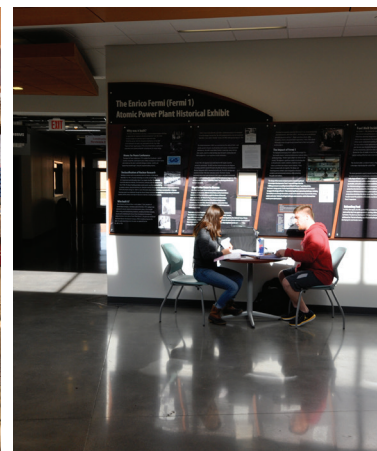
- **Advising:** All advising begins with the student's [Academic Pathway](#). For incoming students with a chosen academic pathway, educational advocates help students choose and register for appropriate first-semester courses. Undeclared students meet with a professional counselor and are encouraged to register for the new First Year Experience course. Faculty advisors are assigned to students who declare a major. To the best of the college's ability, students are assigned to advisors who teach within their chosen academic paths of study. Each registration period, students are emailed by the vice president of enrollment management and student success to remind them of who their advisor is and provide direction regarding how to contact their advisor and register for classes. Faculty advisors use MyWebPal to let students know that they are available for advising appointments. Professional counselors advise students who have not declared a major and advise students with complex transfer pathways.
- A new **First-Year Experience course** for undeclared students, COLL 145, is designed to integrate advising with career exploration. The goal of the course is to ensure that all students have a declared major upon completion of their first 15 credits. The Fall 2023 Semester course is the second iteration of the course. The 2024 iteration of the FYE course will expand to include pathway foci.
- [Tutoring and Learning Assistance](#) services are provided free to registered MCCC students in the Student Success Center located in Founders Hall. Students can get help in a wide variety of subject areas, including business, humanities, math, science and the social sciences. In addition, academic coaching and study skills support are available. Tutoring services are fully integrated into the CRM-Retention system, providing proactive faculty referrals and student engagement outreach by staff.
- [The Writing Center](#) provides individualized and group tutoring sessions in-person and online, as well as faculty support services. MCCC Writing Fellows visit classrooms each semester to tell students about tutoring services.

- [The Math Den](#) provides math tutoring on a walk-in basis for students in MATH 090, 092 and 151.
- [Disability Services](#) coordinates accommodations for persons with documented disabilities. In the fall 2021, the office was relocated to Founders Hall to increase accessibility for students. The office implemented an online accommodation management platform in the summer of 2023 to provide students and faculty more efficient notification of accommodations and related testing services.
- [Degree Audits](#) are now automated within student MyWebPal accounts. At any time, students and advisors are able to view degree audits for chosen majors and even view degree audits for other possible MCCC degrees.

Non-Academic Services

- [Mental health services](#) are now available on campus for all students thanks to a partnership between MCCC and Monroe Community Mental Health Authority. Services are routinely advertised to students in [MCCC Happenings](#), and now Mental Health First Aid Training is being offered to faculty and staff so that front-line employees can better identify when students may need referral.
- [Project Persist](#) meets students where they are by providing a proactive, intrusive and holistic network of support to address emergencies before they spiral into an irreversible crisis. Project Persist-related initiatives provide need-based, flexible financial support including:
 - Completion Fund
 - Emergency Relief Fund
 - Faculty and Staff Supporting Students Together (FASST)
 - Student Emergency Funds
- [Heck's Market Food Pantry](#) provides free food to food-insecure students and their families.
- [MCCC's Student Clubs and Organizations](#) provide students with a variety of ways to engage with students and faculty with similar career and social interests.

- Student Government sponsors an [annual Welcome Week Event](#) each fall where students can learn about different student clubs and organizations.
- MCCC's new [Veterans Center](#) provides our students who are veterans a place to congregate, engage and feel safe. The center is frequented by members of our local VFW Post and Auxiliary #1138, providing friendly engagement and support of those students.



Return on Investment for an MCCC Education

MCCC recently enlisted the company Lightcast to perform a [return on investment analysis](#) on an MCCC education. The following Value of a Degree study results are calculated based on the average MCCC associate degree student across a five-year period, FY 2017-18 to FY 2021-22.

- An associate degree graduate experiences a substantial increase in earnings over a high school diploma. The average MCCC associate degree graduate earns *\$10,000 more* compared to what they would have earned with only a high school diploma in Michigan.
- Over a working lifetime, the benefits of an associate degree amount to a present value of *\$115,011 in higher earnings* per MCCC associate degree student.
- The average MCCC associate degree student sees an *annual internal rate of return of 19.5%* on their investment in education at MCCC.

Student Engagement Report Assessment

The major assumptions of the report are the following:

- *Prospective student engagement* equals more interest in the college, which can be measured through increased:
 - Website activity;
 - College program inquiries;
 - College applications; and
 - College enrollment measured by unduplicated headcount and percent of high school market share.
- *Active student engagement* equals greater academic success, which can be measured by
 - Student pass rates/GPA;
 - Fall-to-winter retention rates;
 - Fall-to-fall persistence;
 - College completion/transfer rate; and, ultimately, by
 - Student satisfaction and career success rates.





MONROE COUNTY COMMUNITY COLLEGE

enriching lives

Office of the Vice President of Enrollment Management and Student Success

Monroe County Community College
1555 S. Raisinville Rd.
Monroe, Michigan 48161

FIND YOUR PATH.

monroeccc.edu

MISSION

Monroe County Community College enriches lives in our community by providing opportunity through student-focused, affordable, quality higher education and other learning experiences.

Monroe County Community College is accredited by the Higher Learning Commission.

For more information, visit www.hlcommission.org or call 800-621-7440.

Monroe County Community College is an equal opportunity institution and adheres to a policy that no qualified person shall be discriminated against because of race, color, religion, national origin or ancestry, age, gender, marital status, disability, genetic information, sexual orientation, gender identity/expression, height, weight or veteran's status in any program or activity for which it is responsible.

The college's Equal Opportunity Officer and Title IX and Section 504/ADA Coordinator and Compliance Officer for discrimination and sexual harassment is the Director of Human Resources, Monroe County Community College, 1555 S. Raisinville Road, Monroe, MI 48161, phone 734-384-4245.