



# **Ground Level: Creating a SEM Plan that fosters Growth, Innovation, and Student Success**

Dr. Wendy Cook, Dean of Access and Enrollment

Marbeth Holmes, Dean of Student Retention and Success

Dr. Levy Brown, Vice President of Student Access and Success

# Dr. Levy Brown (He/Him)

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- Nearing 24 years of higher education experience
- Served in multiple senior leadership roles in NC and CT with a focus on academic, student affairs, and workforce.
- Achieving the Dream, Coach (SEM, Leadership, etc..)



# Marbeth Holmes, MSW, LCSW, LCAS and CCTP

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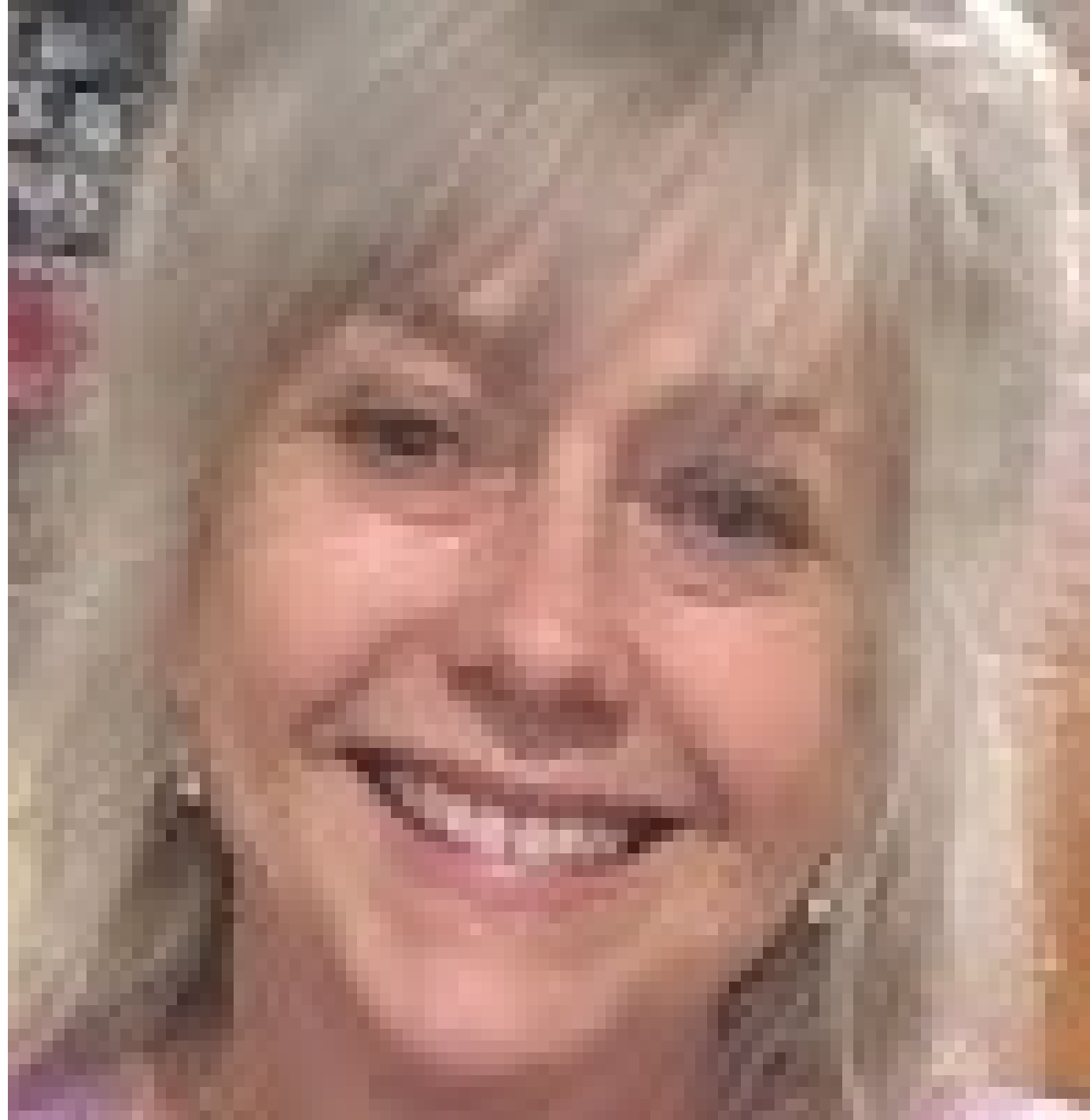
Dean of Student Retention and Success

Over 30 years in higher education

Professor of Humanities and Social  
Sciences

Director of Student Wellness

Clinical expertise in behavioral health  
and trauma



# Dr. Wendy Cook

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- Dean of Student Access and Enrollment, Nash CC
- Dean of RTP Campus, Wake Tech
- Leading the front door experience areas at NCC
- 10 years of experiences as a counselor
- Academic advising experience



# Nash Community College



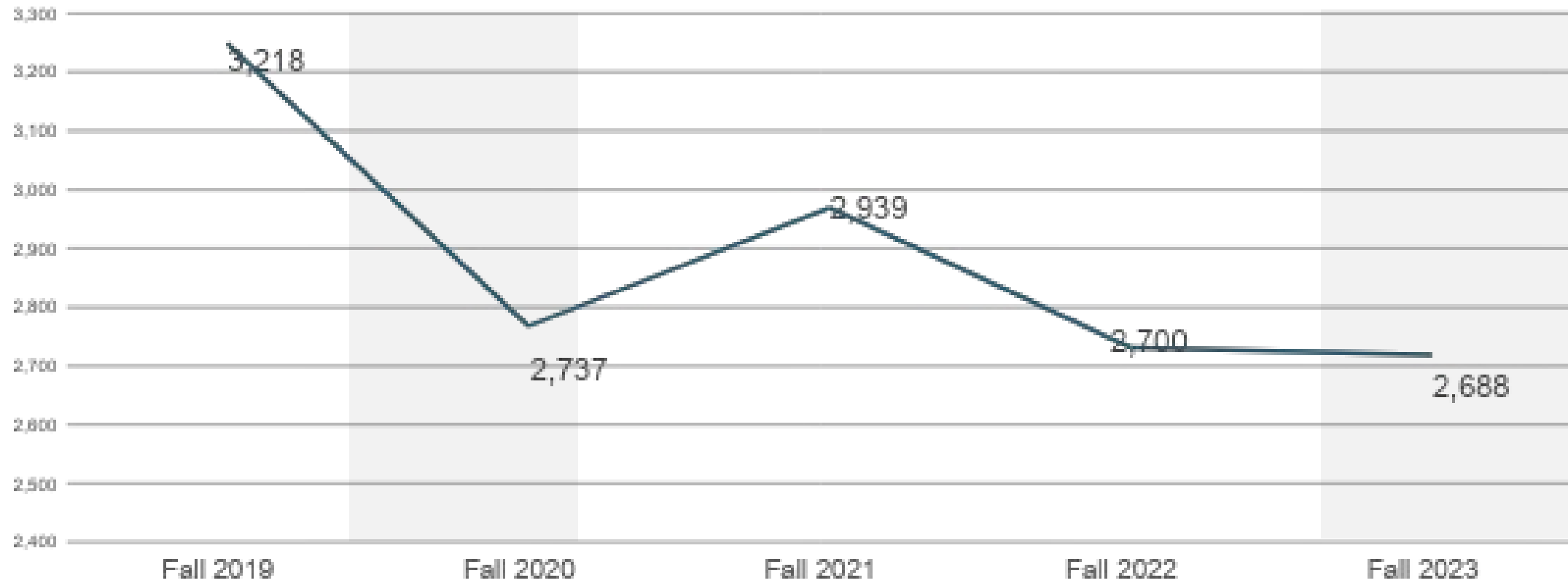
Nash County, North Carolina



# Nash CC Enrollment Trends: Curriculum

Source: NCCCS Data Dashboards,  
Currently Enrolled Informer Report

### NCC Fall Enrollment Trends



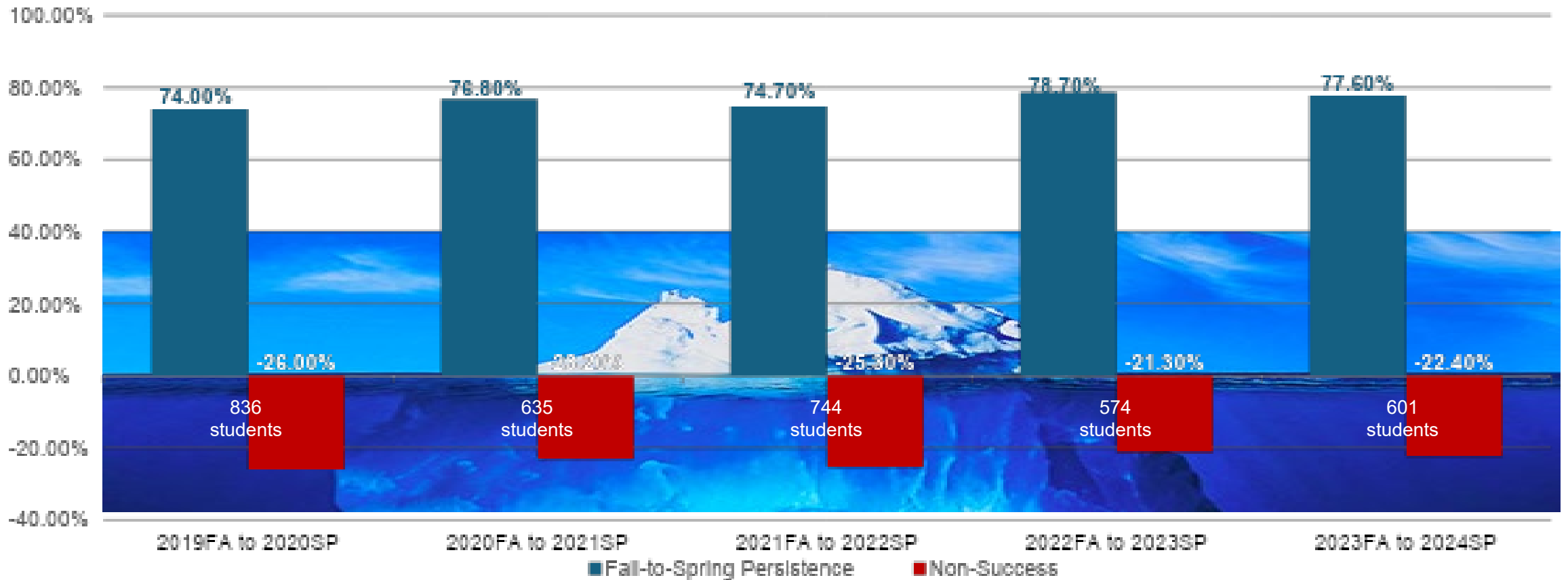
# Retention Data

Fall Term	# Enrolled	# Persisted Fall to Spring	% Persisted Fall to Spring	# Retained Fall-to-Fall	% Retained Fall-to-Fall
2019FA	3218	2382	74.0%	1773	55.1%
2020FA	2737	2102	76.8%	1622	59.3%
2021FA	2939	2195	74.7%	1733	59.0%
2022FA	2700	2126	78.7%	1651	61.1%
2023FA	2688	2087	77.6%	1653	61.5%
<b>Grand Total</b>	<b>14282</b>	<b>10892</b>	<b>76.3%</b>	<b>8432</b>	<b>59.0%</b>

Fall Term 2024	# Enrolled	# Persisted Fall to Spring	% Persisted Fall to Spring	# Retained Fall-to-Fall	% Retained Fall-to-Fall
Dual Enrolled	4840	4198	86.7%	3100	64.0%
Not Dual Enrolled	9442	6694	70.9%	5332	56.5%
<b>Grand Total</b>	<b>14282</b>	<b>10892</b>	<b>76.3%</b>	<b>8432</b>	<b>59.0%</b>

# Fall-to-Spring Persistence: Curriculum

Sources: CCSR NCCCS PowerBI  
Data Warehouse, Currently Enrolled  
Demographics Report (Informer),  
Credentials Earned Report (Informer)

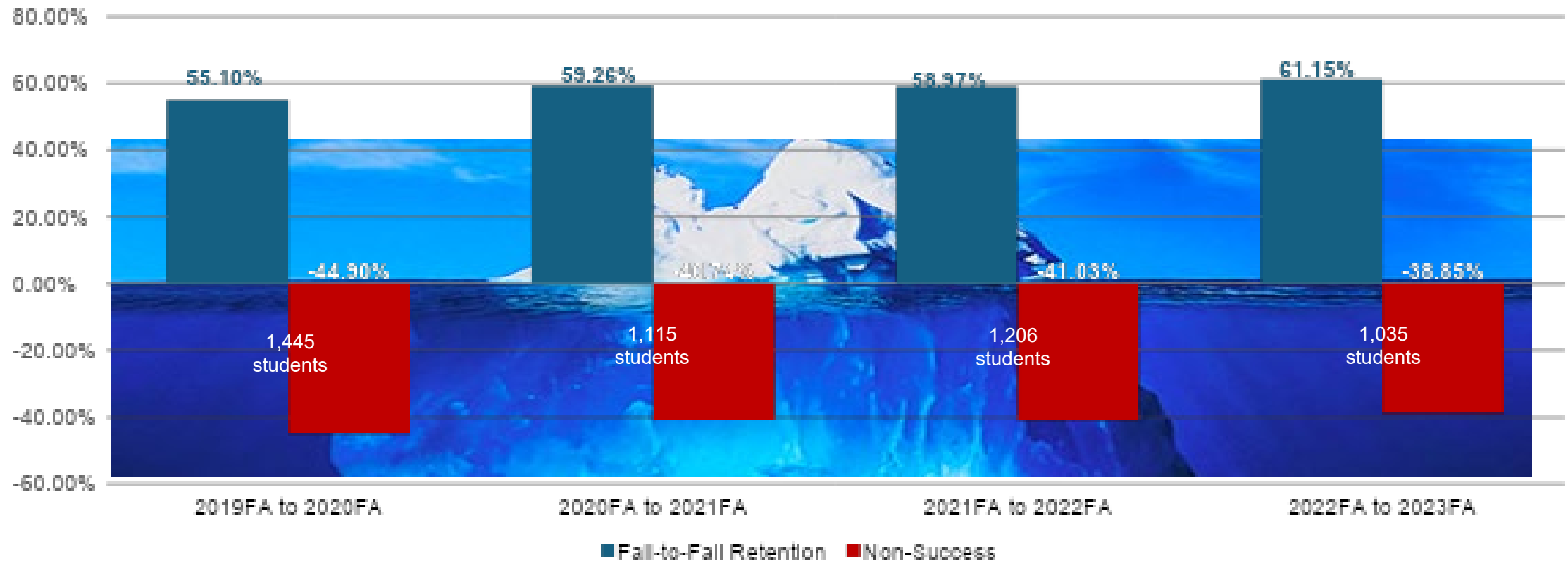


Internal Calculation for Fall-to-Spring Persistence: Of **all students** enrolled in a fall term, the percentage who **return or credential prior to** the subsequent spring



# Fall-to-Fall Retention: Curriculum

Sources: CCSR via NCCCS PowerBI Data Warehouse, Currently Enrolled Demographics Report (Informer), Credentials Earned Report (Informer)



Internal Calculation for Fall-to-Fall Retention: Of **all students** enrolled in a fall term, the percentage who **return or credential prior to** the subsequent fall



# Nash Community College Enrollment Workgroup

Representatives from:  
Student Access and Success  
Academic Affairs  
Marketing/PR  
Institutional Effectiveness  
Business Office





# Strategic Enrollment Management Council

# Strategic Enrollment Management Council Beginnings

December 2023-  
July 2024

July 2024

August 2024

Sept 2024

RNL

NACADA

Achieving the Dream

Class Act Solutions

Enrollment Management  
Workgroup Sessions Begin

Kickoff for Strategic  
Enrollment  
Management Council  
(SEMC)

Bi-Weekly SEMC Sessions  
Sub-Council Sessions



# Strategic Enrollment Management Council

College President

Vice President, Student Access and Success

Student Access & Success Assistant

Director, K-12 Partnerships

Vice President, Instruction/Chief Academic Officer

Dean Continuing Education

Executive Director of Advising Services

Vice President, Institutional Technology/Chief Information

Technology Officer

Director of Marketing and Strategic Engagement

Department Chair/Professor, Business & Information

Technologies

Dean, Student Retention and Success

Director of Institutional Research

Director, College and Career Readiness

Instructional Designer/Professor, Digital Teaching and

Learning / Instructor, Biology

Instructor, Physical Therapist Assistant Program/Co-ACCE

Vice President, Continuing Education and

Economic/Workforce Development

Dean, Student Access and Enrollment

Instructor, Biology

SGA President

[Assistant Superintendent Nash County Public Schools](#)

[Chief Executive Officer at Boys & Girls Clubs of the Tar](#)

[River Region](#)

[Director of the Rocky Mount Housing Authority](#)



# Strategic Enrollment Management Subcouncils

- 1) Recruitment/Outreach/Marketing
- 2) Onboarding/Entry/Enrollment
- 3) Persistence/Retention
- 4) Completion/Credential Attainment/Post-Graduation Success



# Strategic Enrollment Management Timeline

- **July 2024** – Enrollment Management Workgroup Sessions
- **August 2024** - Kickoff Session for Strategic Enrollment Management Council (SEMC)
- **September 2024** – Bi-weekly SEMC Sessions
- **September 2024** - Sub-Council Sessions
- **November 2024** – Faculty and Staff SEM Convenings
- **November 2024** – Student Convenings
- **December 2024** – Draft Development
- **January 2025**
  - – Draft Development
- **February 2025** – SEM Plan Update to NCC's BOT Trustees
- **March 2025** – SEM Plan Update to NCC
- **May 2025** - Implementation and Ongoing Assessment

# Marketing, Recruitment and Outreach

## **Goal 1: Increase Enrollment in CTE Programs**

### **Slogan: “Empower your Future”**

- Strategy 1:
  - Advertising and Website Strategy
    - Highlight Student Narratives
    - CDL Truck Wrap + State Car Wrap
    - Virtual Tour
    - Movie Theater Advertisements
    - Pandora and Spotify Advertisements

KPI 1.1 Program-specific engagement: Increase enrollment in CTE programs 10% year-over-year, with particular attention to expanding outreach to adult learners, high school students, and non-traditional students.



# Onboarding, Entry, and Enrollment

## Goal 2: Increase the percentage of student full-time enrollment

### Strategy 1:

Reduce/Remove barriers for student full-time enrollment

- Ensure all students are aware of all NCC Scholarships, NextNC, and Financial Aid
- Ensure all students are aware of all NCC services, ie. Tutoring, Counseling, Laptop Loans
- Train advisors to encourage students to take at least 12 credit hours while considering their individual needs
  - Using Program of Study forms and Self-Service Planning options to show realistic timelines for them to achieve their goals
- Launch a “Get the Best Schedule” campaign encouraging students to register early for full-time schedules before classes fill up

KPI-Increase the full-time enrollment by 5%

# Persistence and Retention

**Goal 1: Increase the percentage of students who persist and are retained from fall-to-spring and fall-to-fall each academic year**

Strategy 1:

Early intervention when students get on academic warning for financial aid

- KPI 1.1: Increase fall-to-spring persistence to 85% (excluding dual enrolled students) by 2027.
- KPI 1.2: Increase fall-to-fall retention to 70% (excluding dual enrolled students) by 2027.

# Completion, Credential Attainment and Post-Graduation Success

**Goal 2: Increase the completion rate of credentials (degrees, certifications, diplomas) by 20% over the next three years and advanced study within two years of graduation**

## Strategy 1:

Implement administrative graduation process to increase attainment of stackable credentials.

KPIs: Year-over-year increase in number of credentials awarded.

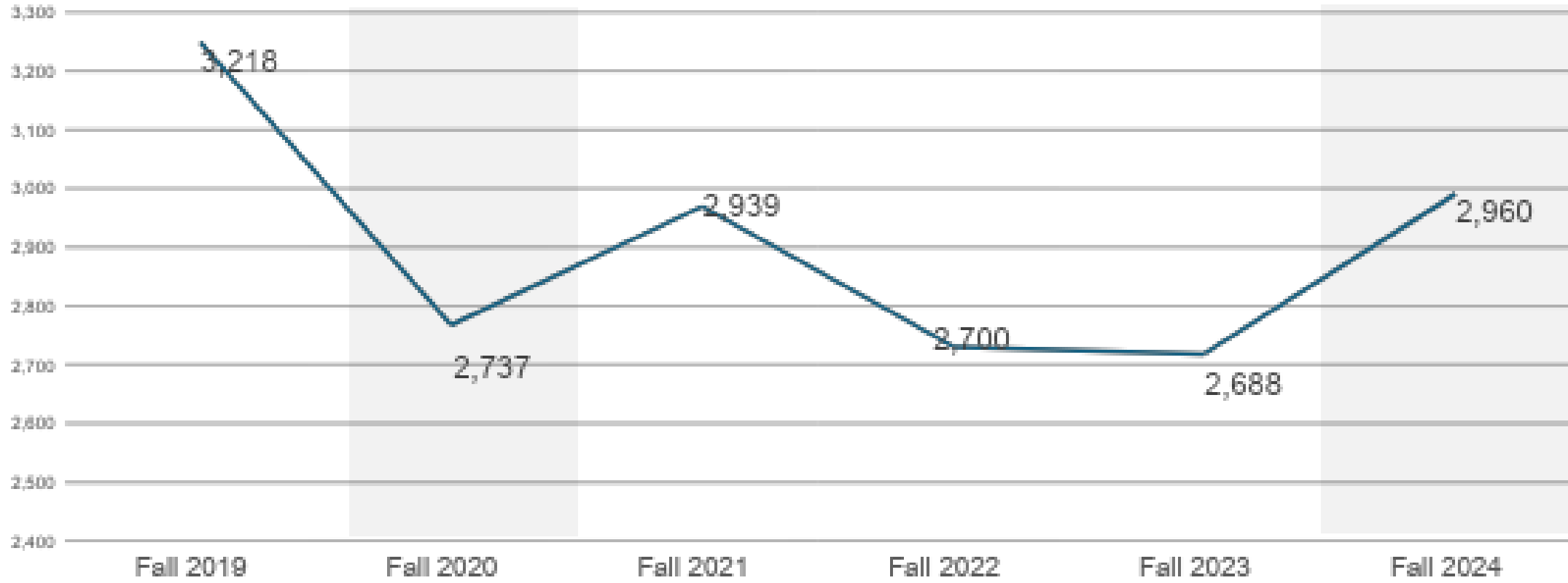
Improvement in the 6-year graduation rate and 2-year completion rate for certificate programs.



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### NCC Fall Enrollment Trends





# Nash CC Enrollment Trends: Curriculum

Source: NCCCS Data Dashboards,  
Currently Enrolled Informer Report

		Summer		Fall		Spring	
		2023SU	2024SU	2023FA	2024FA	2024SP	*2025SP
<b>Curriculum</b>	<b>Headcount</b>	1022	1023	2688	2960	2675	2882
	% Change		0.1%		10.1%		7.7%
	<b>FTE</b>	234.9	214.9	939.4	1013.1	896.0	974.13
	% Change		-8.5%		7.8%		8.7%
							*Estimate as of 3.7.24

# SEM Key Goals and Strategies to Share?



# Contact Information

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