

## Organizing the Chaos: Technology and Community College Enrollment

Get Started is an online enrollment system tailored to the needs of different student populations. It includes demonstration videos, contacts, and links to services. It touches all phases of enrollment from admission through transcripts, financial aid, advising, and registration. In addition, it has facilitated collaboration between units, and supported student connect, entry, and success.

Achieving the Dream, the Developmental Education Initiative, and Completion by Design have helped us move to a completion agenda and Get Started supports this by providing a single entry point for every student: those dually enrolled, adults trying to complete high school, corporate trainees, and degree and transfer students to name a few.

Get Started has allowed CPCC to go from self-service to orienting and advising 15,000 students a year, while increasing the rate at which students access financial aid and helpful support programs like service learning and tutoring.

For example, students can now prepare for advising online, by taking career assessments through the College Foundation of North Carolina, and exploring careers through Career Coach, which uses real time labor market data.

Our research has documented the positive impact of Get Started.

- We've moved the rate at which new students complete orientation and advising from 20 percent of new students to 71 percent and climbing.
- This has doubled the percentage of new students accessing tutoring, service learning, disability services and career counseling.
- It is the marketing point for the new multiple measures placement policy. More than 4,300 students have been waived from developmental classes by using their high school GPA.
- This is raising gatekeeper course completion rates and will increase graduation rates at least 2 percent.
- Similarly, the placement testing preparation system is saving 490,000 dollars per year, and will increase the graduation rate another 1.5 to 2 percent.
- As we move toward more performance based funding, planned enhancements will allow data analytics to further support student enrollment and success, and allow more students to make a personal connection to the college.

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Ask us about TYFY