

## Results of CQI meeting on Wednesday, June 14, 2006

**Input from CQI using “fishbone diagram” as an identification tool to address declining enrollment at SCCC.**

**Please note that the asterisk items (\*) are the identified items that CQI recommends as priority items for administrative team to address.**

### ENROLLMENT

#### PEOPLE

- Non-traditional\* (Identify the interests of non-traditional students and when they need classes scheduled)
  - Recreation
  - Purpose
    - Jobs
    - Promotion
  - Where have they gone?
    - Stay at home parent
    - Working
- Attitude / Student Centered
  - “Selling” SCCC
  - Recruit Ownership\* (Create a college culture in which every employee recognizes his/her role in recruiting/admissions of students.)
  - Value of Higher Ed\* (Identify that there is more value to having higher education than simply “getting a better job”. When the community is already employed we need an additional message to the families/prospective students, etc. that education leads to better decision making ability, greater awareness of the “world”, improved social/entertainment appreciation, etc.)
- Demographics\* (Identify and address the issues of demographic changes – what does that mean, how are we addressing those changes now, are there other factors

which prevent SCCC from meeting the challenges, etc. and of course maximizing our efforts to address the information we glean about demographic changes of Liberal/SCCC service area.)

- Hispanics
- Unemployed
- Male to female
  - Compare Colvin student ratio to campus ratios to see if there is a change in enrollment trends
- Attracting Faculty/Staff
- H.S. “Leavers”
- Retention
  - Advising
- Parental Attitude
  - Bridge Program
  - Materials

## RESOURCES / FINANCIAL

- Scholarship Resources
  - Foundation
    - Investment (market has increased in last couple of years)
    - Community donors (changing demographics have resulted in fewer donors providing more individual funds)
    - Fundraisers
    - Endowments
    - Volunteers
- Federal F.A. impact (increase/decrease in Pell and Student Loans)
- Operational Grants
  - Title III
  - SSS Grants
- Fundraising Ownership\* (Similar to recruiting ownership – college culture that Development Foundation/external grants, etc. are the responsibility of all employees.)
- Economics
  - Low unemployment
- Fed / State Institutional Operational Aid
- New Industry
  - B/I
  - Welcome to Liberal / Seward County
- Major Donors “Alumni” “Sugar Daddy”

## MATERIAL / METHODS

- Unique Programs
  - SIFE
  - Journalism
  - Livestock Judging
  - Computer Gaming
- Scheduling
  - What is available
  - Class times
  - Work with employers
- Communication \* (Administrative focus – not just a “quick fix” or one-time-shot in a reactive manner)
  - Students who are now attending
  - Future Students
  - Target Markets \* (Identify and direct contacts to these target markets)
  - Marketing and PR
  - New way of Communicating
  - Remove territorialism
- New Programs
  - Massage Therapy
  - Radiology Tech
  - Dental Hygiene
  - Alternative Energy
    - Ethanol
    - Wind power
  - Pre-natal
  - Kids w/mom (pool and wellness center)
- Athletics
  - Soccer \* (Fully evaluate impact)
  - Dance team
  - Promote Success
- Format
  - Web Based
  - Blended / Hybrid
  - Experiential Credit
- Student Requests
- “Middle College” concept (not necessarily advanced classes)

## FACILITIES / EQUIPMENT

- “Get on our campus”
  - Pool
- Alternative Delivery Needs

- Schedule LHS on campus for dual enrollment classes using “empty” classrooms (afternoon)
- Available for new programs and athletics
- We don’t “Brag” enough about technology and facilities
  - Wireless
  - Computer Labs