DATA-INFORMED, STUDENT-FOCUSED

Efficient & Proactive Enrollment Strategies

2026 Student Access Summit | Somerset Community College

SCC | COLLEGE FOR YOUR WORLD

Our Enrollment Management Team

One division, connected offices, shared data

Dr. John Hall

Director of Enrollment Management, since March 2026

Leads the offices presenting today:

- **Recruitment & Admissions**
- **Financial Aid**
- **Advising (CARE)**
- **Campus Support Center**

Fall 2026 results

9%

growth in credential-seeking enrollment vs. Fall 2025

20%+

ahead of the prior year at points this summer, as students enrolled earlier

ROLES & RESPONSIBILITIES

ADMISSIONS COORDINATOR



- COORDINATES GROUP & INDIVIDUAL CAMPUS TOURS
- COORDINATES ON- AND OFF-CAMPUS RECRUITMENT EVENTS
- MANAGES REACH RECRUITMENT EFFORTS
- ASSISTS STUDENTS THROUGHOUT THE ADMISSIONS PROCESS
- TRAINS & SUPERVISES ADMISSIONS COUNSELORS
- CONNECTS STUDENTS, FACULTY & STAFF WITH COLLEGE PROGRAMS AND RESOURCES
- COLLABORATES WITH ACADEMIC DIVISIONS & DEPARTMENTS ON STUDENT RECRUITMENT INITIATIVES

ADMISSIONS COUNSELORS













- ASSIST STUDENTS WITH ADMISSIONS BY PHONE, EMAIL, TEXT & IN PERSON
- PROVIDE INFO ON PROGRAMS, FINANCIAL AID & STUDENT RESOURCES
- ASSIST WITH SCC'S ONLINE APPLICATION
- ASSIST WITH FAFSA & SCHOLARSHIP APPLICATIONS
- HELP REQUEST HS, COLLEGE, GED & AP TRANSCRIPTS
- ASSIST WITH USER ACCOUNT SETUP PRIOR TO ENROLLMENT
- SCHEDULE ADVISING APPOINTMENTS
- CONDUCT INDIVIDUAL & GROUP CAMPUS TOURS
- VISIT ASSIGNED TERRITORY HIGH SCHOOLS
- RECRUIT AT ON-CAMPUS & OFF-CAMPUS EVENTS
- ATTEND COLLEGE FAIRS

Admissions & Recruitment

A personal path into college

Personalized experiences

Individual and group campus tours, plus help by phone, email, text, and in person

Single Admissions contact

Counselors cover assigned high schools and guide students from application through FAFSA, transcripts, and account setup

Warm hand-offs

Counselors schedule advising appointments and connect students directly to the right office

Collaboration with departments

Admissions works with academic divisions and departments on recruitment initiatives

Admissions Operations

Faster processing, more time for outreach

Process applications

We process incoming applications and work together to determine if students are ready to enroll

Reach out on errors

Calls and emails help students fix errors on their applications

Share the work

A new process and a shared spreadsheet split the workload across the team

The payoff: applications move faster, which frees up time for more outreach to students

Financial Aid

Two offices, one connected team

2

Full-service Financial Aid offices, with front-line staff at each location

7

Financial Aid staff: 6 full-time and 1 part-time



The Campus Support Center helps with incoming calls and texts, plus outgoing communications

Financial Aid: Proactive Outreach

Each message is triggered by where the student stands

Enrolled, no FAFSA on file	Weekly messages all summer to students who enrolled the week before
Aid offer ready	Paper aid offers to new students; email aid offers to returning students
Packaged, not enrolled	Outreach to students who have aid in place but haven't enrolled
Incomplete file	Reminders to students who still have items to finish
SAP status	Mid-semester notes to new, warning, and Plan of Action students, plus end-of-semester SAP notices

CARE: Advising

Center for Advising, Retention, and Engagement

Our advising team

6 **full-time advisors**
3 on each main campus

1 **part-time advisor**
covers 2 center locations

1 **director**
advises wherever the need is

Contact CARE: scc_care@kctcs.edu

CARE is responsible for:

- **All new students**
- **New returning students and readmits**
- **MIT students** until they reach 30 hours
- **Health Sciences majors** until they're admitted to their program
- **Non-credential visiting students**
- **All walk-ins** during regular business hours
- **Front-entrance triage** at student services on both main campuses

CARE: Advising for Growth

How Advising is keeping up with more students

More walk-in days

Additional walk-in advising days

One-stop senior events

April–May registration and orientation with Advising, Admissions, and Financial Aid

Texts to RTE students

Targeted texts with appointment options for Ready to Enroll students

Campaign texting

Targeted text campaigns throughout the semesters and summer

Open lines

Advisors stay in contact with Admissions and Financial Aid while working with students

Program update days

Cross-division sessions on BPS, CTE, and Health Sciences programs

A seat at the table

Enrollment Management at Provost meetings, plus open lines with every division dean

Handoff to faculty

After advisor review, one bulk transition to faculty before spring enrollment

Campus Support Center

One front door for students

8,608

calls since Aug. 1: 92% of all incoming calls

87,716

SignalVine texts sent since May

3,717

students texted us back

Shared inboxes

All incoming Financial Aid, Admissions, and Campus Support emails

Advising appointments

We schedule advising appointments for students

Large-scale outreach

Communication plans, mostly by text, and most large-scale messages

Campus Support Center: Handoffs

Resolve first, connect when needed, track every contact

Student reaches out

By phone, email, or text, to one place

We answer

Our knowledge base keeps answers consistent and current

We connect

We schedule advising or reach out to another office for the student

We track it

Our ticketing system follows each request to close

Staying current: regular contact with every Student Affairs office means we hear about changes before students ask

Impact Drivers

Five practices behind our enrollment growth

Working list of applicants	• Processors know who to work next • Up-to-date funnel status (RTE / not RTE) for targeted communications • Proactive outreach for Admissions and Advising staff
Relationship-based recruiting	• Counselors use prior dual credit data to build target lists of seniors in their territory • One point of contact for every applied student, through enrollment
FAFSA data for outreach	• Track enrolled students for FAFSA completion and error resolution • Tell non-enrolled applicants they're packaged and ready to go • FIN-hold outreach with solutions (WRKS, SAP completion, and more)
Advisee transitions	• One CARE-to-faculty transition after advisor review • Connected to CARE all summer; faculty advisor assigned before spring enrollment
Campus Support Center as air traffic control	• Dedicated staff on every channel make outreach proactive and targeted • While keeping engagement, response, and customer service high

Your Turn: Data & Barrier Diagnostic

Find where communication breaks down, then map the trigger

1. Review a scenario

Incomplete financial aid files, un-enrolled applicants, or pending documentation

2. Find the breakdown

Where does communication break down between departments at your institution?

3. Map the trigger

Connect a data point, like FAFSA receipt or application submission, to coordinated outreach

Wrap-up: share one scalable, low-cost strategy you can take back to your campus