

2018 and Beyond: Admissions Strategic Plan

The strength of YCCC Admissions has been our strong relationships within the community. With a drop in traditional high school seniors nationwide, we can still position YCCC to strengthen enrollment. We have tried to keep an open line of communication with our high school and adult education partners while also growing relationships with area employers. With an improving economy, YCCC has to utilize every opportunity possible to not only maintain our market share, but grow it. Increased graduation rates have also cut into the returning student base.

Primary Issue: In an age of increased competition how does YCCC compete for a decreasing pool of traditional age students, non-traditional students and employees seeking to enhance their employment opportunities?

Initiatives:

Communication Tools

YCCC Admissions will continue to re-evaluate how day to day business is done within the Jenzabar student information system. Admissions will look to enhance automatic communication with prospective students to minimize the time admissions personnel spend doing day to day operations. Admissions has been meeting with the Marketing Director to make sure admissions materials are current and branded appropriately. The use of post card campaigns to alert students to registration opportunities and campus events has been successful despite being “old school”.

Naviance

The investment in NAVIANCE (the guidance tool for all of our area high schools, parents and students) has given YCCC more visibility with the traditional students. NMCC is the only other Maine community college using NAVIANCE so that gives YCCC a competitive edge in marketing. High schools can electronically send transcripts, letter of recommendations and test scores which speeds up the delivery of acceptance letters. Students can view videos and photos of campus life and have immediate contact with YCCC admissions.

Articulation/Prior Learning with our local Vocational High Schools

The Maine Community College System has formalized many prior trainings and have encouraged transfer articulation agreements with our local Career/Technical High Schools (CTEs). These CTE students can shorten college graduation significantly with their prior credits. Many of the YCCC career oriented certificates can be completed with only two additional “residency” classes on campus if the CTE students have taken advantage of prior certifications and articulation agreements.

Updating the YCCC Open House Experience

Now that YCCC has the new building with an appropriate site to host open houses, the Admissions Office will offer Fall and Spring Open House events that focus on faculty interaction in a friendly, relaxed setting that mirrors the YCCC student-centered experience.

Accepted Students Day

To increase the “touches” YCCC has with prospective students during the gap of time between application, acceptance, registration and attendance, the Admissions Office will offer an informal cookout for accepted students during graduation week in May where new students will have the chance to meet with faculty, ask questions and tour the campus if they haven’t already done so.

Guidance Counselor and Adult Education Director “Summits”

YCCC Admissions will invite area guidance counselors and adult education directors to the campus for informative sessions about new programs, placement guidelines and partnership opportunities. YCCC will provide data specific to their own high school and adult education programs so they can view areas of success as well as collaborate on areas of weakness. These annual events will keep the lines of communication open between the college and our educational partners.

Employer Contacts

To help compensate for the drop in traditional student enrollment, YCCC Admissions will collaborate with the new Business Recruiter position in Community Education to grow the non-traditional student population. Admissions and Continuing Education will share visits to business sites so employees can see how the prior learning credits can speed up completion of a college degree and also learn how they may transition from a non-credit certificate into a degree. Targeting employment categories and industries that tie into majors and certificates at YCCC should give the college a solid community presence.

Adult Education Pathways

Many of our Adult Education partners offer career certifications that are the first step in a career pathway. For example, most Adult Education centers offer Certified Nursing Assistant (CNA) programs. If those graduates come to YCCC for a Gerontology certificate, they can have a leg up on careers at Memory Care and Senior Centers. Behavioral Health Professionals (BHP) can move into the Behavioral Health degree with the MHRT/C certification. For lower achieving students who utilize the College Transitions programs at the Adult Education centers, YCCC needs to stay in communication with them and the College Transition team so the college will be there for the students when they are college ready.

Program Additions/Deletions

YCCC Admissions will communicate regularly with the Academic Affairs office to provide feedback regarding existing programs as well as what programs could be put on the research radar for the future. The college has to stay current with programs that match employment needs in Maine so our offerings do not get stale.

Initiatives Goal: YCCC enjoyed a 10 year stretch as one of the fastest growing community colleges in the country. Following a couple of plateau/decreased enrollment years, our goal is 5% or better growth. These initiatives should give us a chance to stabilize college enrollment.

