

Enrollment Management Assessment Results

A variety of outcomes have been realized on our campus in diverse applications including but not limited to:

Internet traffic to and from campus was fast becoming a major issue. A steady climb in student internet outages was reported by our own systems as well as via Student Services and our Academic offices. Given the ever-increasing reliance on technology resource as a part of the educational experience, various strategies were explored by the IS Department. The solution was the expansion of campus bandwidth for internet access and the resulting decision to go to a wireless ISP as the pipeline increase is exponential for approximately similar dollar investment. Additionally, campus traffic switches were upgraded to further help minimize the issue. The result was no significant internet outage in approximately 12 months, and that outage was precipitated by a hardware failure by our ISP.

In the fall of 2005, the President's Cabinet interacted over several apparent disconnects in the startup of the fall semester. The Cabinet analysis provided a platform for what our IS Department had previously identified on their agenda 2 months prior. Significant campus wide data management system reviews were needed, and needed immediately. We needed to explore more robust campus management software solutions due to the effectiveness and flexibility that had maxed out in the previous system, a major contributor to the noted disconnects. This process involved cross-campus interviews highlighting the issue and its impact on students, everything from course registration to billing to fund raising for student scholarships. A collective assessment was arrived upon with a representative interdepartmental evaluation effort examining three vendor solutions. Campus Management's CampusVue system was selected and deployed during the summer of 2006.

The marketing efforts are continuously measured against application production, as well as the additional and more meaningful assessment of matriculated student. Consequently, we have shifted vehicles to tell the LBC story, as well as begun to incorporate more of a geodemographic approach to finding potential students. The development of our website and further enhancements including a student portal are reflective of our desire to simplify the process for prospective students and their parents as well as responding to the surge in website-related traffic as tracked by our new student surveys.

In order to respond to an ongoing request for more attention to alumni by our alumni base, in 2004 the College initiated a full-time position for alumni services and ministry relations. This post was created to address the needs of our post-undergraduate LBC students to assist them in ministry, provide encouragement through connecting events, and to assist the Stewardship Office in enhanced communication with this key constituency.

After considerable thought and discussion by the President's Cabinet in conjunction with our Admissions officer and intercollege networking, the College recognized the importance of retooling our recruitment, financial aid and registration, and retention processes by creating a Cabinet level post for Enrollment Management. LBC's approach also incorporates alumni services through the gateway of career opportunities. Our own internal analysis indicated a need for an outside consultant to review our practices consistent with this endeavor. David Conway was retained for his expertise and several recommendations are underway including: a flat rate tuition approach, flat rate scholarships vs. percentage based, an easy-to-understand merit-based scholarship matrix augmented by need-based assistance, and the use of more data driven search strategies. The College has also committed to renovating Esbenshade Hall into an Enrollment Management Center to enhance the perception and

performance of a one-stop shop.

As a result of ongoing feedback from intentional student contact, as well as feedback from Athletics and Student Services, Food Service has adjusted meal times, and menu options as a result of student input. Longer lunches on Sundays, later dinner hours, and the creation of the LBC Bucks flex dollar program are examples.