

2-year and 4-year working together to bridge the gap in enrollment



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Who we are?

- ▶ Uniqueness for institutions types and what our offices do specifically retention
- ▶ 4-year Private
 - ▶ 4 year not looking at vocational training currently
 - ▶ 4-year abide but do not have to accept every credit for transfer credit for IAI
- ▶ 2-year Community College
 - ▶ State school mandates vs 4-year privates
 - ▶ State school have different approach
 - ▶ IAI
 - ▶ GECC
 - ▶ ICCB
 - ▶ Market trends, career coach
- ▶ Processes similar even reasons are different and guided pathways



Are we prepared for the next generation in recruiting students?

- ▶ Baby Boomers 1946-1964
 - ▶ Currently getting to retirement age
- ▶ Generation X 1965-1980
 - ▶ Traditional enrolled college students
 - ▶ Want in person classes not online
 - ▶ Afraid of change
- ▶ Millennials 1981-1996
 - ▶ Most educated generation
- ▶ Generation Z 1997-2012
 - ▶ Open own business background
 - ▶ Not wanting to go to college
 - ▶ Desire not to attend
 - ▶ Putting off life decisions
- ▶ Generation Alpha 2010-present

How are we meeting the generation needs?

- What are the needs?
- Expanding horizons
- Partnerships
- Technology
- Encourage collaboration
- Providing flexibility
- Institutional priorities
- Department of Education
 - Gainful Employment



How is your institution preparing your students for career choice

- Advising has changed
 - Tools that we use at our schools
 - Career Coach
 - Myers Brigg
 - Strong Interest exams
 - Career advising
 - What are priorities
 - Market changes
 - Are you career ready???



Trends in recruitment and retention

- ▶ Retain students is more difficult
- ▶ What hot topics going on in your area?
 - ▶ Recruitment
 - ▶ Retention
 - ▶ What are we living in
 - ▶ Fraud transcripts
 - ▶ Fraud applications
 - ▶ How do we keep students engaged with university
 - ▶ First generation students
 - ▶ Traditional vs non traditional
 - ▶ How to drop a class
 - ▶ How to fill out a form etc.



Change is coming in future of higher education fast and furious

- ▶ Micro credential
- ▶ Badging
- ▶ Portfolio Assessment
- ▶ FASFA
 - ▶ What did we learn??
- ▶ Batch corrections
- ▶ Are we prepared for the future generation



Questions

