Signs of Success
Enrollment Case

- Perfect - achieved reduced enrollment target
- Financial aid - shared 12% more students in first few semesters
- ESP - canceled 30% of ESP students who received instead 10% of available fees from SAC to SAC students

Planning Model

- Lay off - Enrollment Management Committee
- Short range - Enrollment Committee Team

A Successful Collaboration Model: Sac State Student Financials and Student Affairs

Enrollment Rollercoaster

What's Next?

- Success with relationships
- Success with planning
- Next step - "Redefine the Possible"

Comprehensive One-Stop Initiative

"Take Aways"

- Understand campus priorities
- Know it will not always be a "win" for SAC
- Don't take things personally
- Develop relationships and work on them CONSTANTLY
- Don't be afraid to "Redefine the Possible"
A Successful Collaboration Model: Sac State Student Financials and Student Affairs
Relationship Building

• Remember key departments in EVERY pursuit
• Monthly lunches with Directors
• Informal meetings over coffee to vet ideas
• This is a state of mind
Planning Model

- Long range - Enrollment Management Committee
- Medium range - Enrollment Management Operations Team
- Short range - Enrollment Cancellation Team
Enrollment Rollercoaster

High Target ON/OFF
- Double enrollment cost
- Study existing systems to support employee usage

Enrollment Reductions
- Projected three-month period: lost $20 million
- Not able to control full school network effectively through controls
- Cost savings needed
High Target 09/10

• Highest enrollment ever
• Stable planning process to support enrollment target
Enrollment Reductions

- Budget reductions require enrollment cut
- Cut 3,000 students for Fall 2010 without changing admission standards
- Short turn around
Increase Enrollment

- Stimulus monies granted
- Increased enrollment by 2,000 students for Spring 2011
- VERY short turn around
Signs of Success
Enrollment Case

• Registrar - achieved reduced enrollment target
• Financial Aid - disbursed to 2,041 more students in first two disbursements
• SFSC - cancelled 1,543 FEWER students and reduced receivables for registration fees from 3,153 to 569 students
What's Next?

- Success with relationships
- Success with planning
- Next step - “Redefine the Possible”
Comprehensive One-Stop Initiative
Teaching

- All staff of Student Affairs - Enrollment Services required to attend
- Other key offices, including SFSC, invited to attend
- Classroom style teaching of One-Stop concepts
Planning

- Operations team developed with staff from various departments and a facilitator
- Student input through focus groups and surveys
- Physical space planning team working parallel to operations team
Next Steps...

- Second round of training and input from staff this summer
- Proposal to Vice Presidents for space change recommendations
- Proposal to Vice Presidents for operational changes, consolidations, moves, etc.
"Take Aways"

- Understand **campus** priorities
- Know it will not always be a "win" for SFS
- Don't take things personally
- Develop relationships and work on them **CONSTANTLY**
- Don't be afraid to "Redefine the Possible"
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