HUTCHINSON COMMUNITY COLLEGE

STRATEGIC ENROLLMENT MANAGEMENT PLAN

2025

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Introduction: Hutchinson Community College

At Hutchinson Community College (HutchCC), we recognize that the landscape of higher education is shifting rapidly. Changing student demographics, evolving workforce demands, and the increasing importance of data-driven decision-making require a proactive and strategic approach to enrollment management. As an institution serving over 16,000 Kansans annually, we are committed to meeting these challenges head-on to ensure student success and institutional excellence.

The **Strategic Enrollment Management Plan** is more than just an effort to boost enrollment; it is a comprehensive strategy designed to create sustainable pathways for student access, persistence, retention, and completion. Rooted in HutchCC's core values, teaching and learning, integrity, service, support, tradition, leadership, and stewardship, this plan integrates innovative outreach, strengthened academic and student support services, and real-time data analytics to address the unique needs of students and the workforce.

By fostering a culture of collaboration and innovation, HutchCC aims to not only maintain but enhance its role as a premier educational institution in Kansas. Through this initiative, we reaffirm our dedication to providing students with the tools, support, and opportunities they need to achieve their academic and professional goals.

Strategic Framework: Mission, Vision, Core Values, and Customer Service Philosophy

Mission Statement

Expanding the tradition of excellence through learning and collaboration.

Vision Statement

Hutchinson Community College will be the premier, two-year educational institution in Kansas, delivering accessible opportunities for learning, growth, and improved quality of life.

Core Values

Teaching and Learning – HutchCC empowers students and other stakeholders to develop abilities, talents, and skills while assessing outcomes, celebrating achievements, and encouraging lifelong learning.

Integrity and Social Responsibility – HutchCC contributes to the public good by treating people and organizations with civility and respect, and by demonstrating responsible institutional citizenship through engagement with state and local policymakers.

Service and Collaboration – HutchCC provides a dynamic environment of active internal and external partnerships embracing the potential for innovation.

Tradition and Responsiveness – HutchCC respects tradition while examining future-focused trends to predict how conditions will change and then innovates to meet the mission-driven needs of our students and stakeholders.

Leadership and Stewardship– HutchCC fosters the development of and provides opportunities for leadership within the institution and the community while undertaking responsible management of resources.

Customer Service Philosophy

Bring your A game, be responsive, and help people feel at home.

Overview of Strategic Plan Goals & Institutional Capacity

After thoroughly evaluating our marketing, recruitment, retention, and graduation strategies, as well as our academic offerings and the communities we serve, HutchCC has crafted a focused and strategic enrollment management plan to foster enrollment growth over the next 3 years. This plan requires collaboration across all levels of the institution and a deep appreciation for our long-standing legacy within the community college sector. Additionally, it emphasizes the importance of accurate data and insights, driving momentum toward a sustained focus on our strategic goals.

By implementing this plan, HutchCC will align with its mission, vision, core values, and customer service philosophy through targeted initiatives aimed at improving persistence, enrollment, retention, and completion in both academic and technical programs.

Guiding Principles

Student-Centered Approach: Prioritize the needs and success of students, ensuring their academic, personal, and professional goals are met.

Data-Driven Decision Making: Use accurate, timely, and comprehensive data to inform all decisions related to enrollment, persistence, retention, and completion.

Collaboration: Foster a collaborative environment that involves all institutional stakeholders, including faculty, staff, administrators, and the community, in achieving enrollment and retention goals.

Access: Ensure that all prospective and current students, regardless of background, have access to the resources and support they need to succeed.

Clear Pathways: Provide students with clear academic pathways that lead to graduation and successful careers, ensuring transparency in program requirements and outcomes.

Holistic Support Services: Strengthen support systems that address the academic, financial, and social needs of students to foster their persistence and completion.

Goals

Increase Enrollment

HutchCC defines enrollment as the total number of credit hours, assessed by comparing it to the corresponding term from the previous year.

Goal: Maintain or increase credit hour enrollment over a 3-year period with the goal of 100,000 credit hours by the end of year three.

Objectives

- o Expand outreach efforts to targeted groups and high-demand programs.
- o Develop targeted recruitment/marketing strategies for student populations.
- o Increase high school partnerships and dual enrollment programs.
- o Enhance outreach services to provide advising and degree planning services.
- o Increase the total number of inquiries and applicants year over year.
- o Increase the total number of campus visitors year over year.
- o Increase conversion rates of dual students to full-time students.
- o Utilize the institutional CRM to streamline admissions processes and reduce barriers for prospective students.
- o Increase online program enrollment over the next three academic years by expanding digital marketing efforts, optimizing the user experience on the public website, and launching new online programs.

Enhance Persistence

HutchCC defines persistence as the continuous advancement of students toward their goals, demonstrated by their successful completion of courses each semester they remain enrolled.

Goal: Increase the percentage of Fall FTFT students with "All ABC Grades" from 64.6% to 67.6% over a three-year period (1% year over year).

Objectives

- o Implement early alert systems for both on-campus and online learners to identify students at risk of dropping out and provide timely, personalized interventions that support retention and academic success.
- o Foster a sense of belonging through student engagement initiatives, campus involvement, and mentorship programs.
- o Prioritize support for high-enrollment general education courses with elevated DFW rates by ensuring proactive academic interventions, promoting faculty engagement in inclusive teaching practices, and providing resources that enhance student persistence and success.

- o Improve academic advising to ensure students are on track and have the resources they need to succeed.
- o Prioritize targeted support for students enrolled in remedial courses, ensuring they receive the resources and guidance needed to successfully advance to college-level coursework.
- o Provide financial aid counseling, scholarships, and emergency funding options to help students overcome financial barriers that might affect persistence.
- o Ensure that students are pursuing academic programs aligned with their career goals, improving motivation and commitment to completion.

Improve Retention

HutchCC defines retention as students continued progress towards their goal(s) as measured by enrollment semester to semester sequentially (fall to spring or fall to fall).

Goal: Increase the fall-to-fall retention rate of FTFT to 70% over a three-year period while monitoring fall to spring retention rates of the FTFT cohort.

Objectives

- o Strengthen retention initiatives by improving student services such as tutoring, counseling, and career support.
- o Allocate additional resources to at risk populations through the development of a "Cares Team."
- o Develop tailored retention strategies for targeted student populations, including adult learners, first-generation students, and online learners.
- o Utilize new SIS to centralize student data, provide real-time degree progress tracking, automated alerts, streamline communication between advisors and students.
- o Establish dedicated meetings or platforms where faculty and student services staff can discuss student concerns, share data, and brainstorm solutions.

Increase Completion Rates

HutchCC evaluates and tracks the completion of associate degrees or certificates at 100%, 150%, and 200% of the program's designated duration.

Goal: Increase the overall graduation rates, while focusing on improving FTFT students with on-time (100%) graduation rates from 45.9% to 48.9% over the next three years.

Objectives
- o Ensure students have clear academic pathways with aligned course schedules to facilitate timely graduation.
- o Promote efficient credit accumulation and reduce course repetition by ensuring students are appropriately placed and supported in their academic journey.

- Enhance career services to help students transition smoothly from graduation to employment, ensuring alignment between academic programs and job market needs.

Strengthen Community Engagement and Partnerships

Objectives

- Develop partnerships with local industries, employers, and four-year institutions to create pathways for internships, apprenticeships, and further education opportunities.
- Increase outreach and collaborations with community organizations to support non-traditional students and improve their access to higher education.
- Collaborate with graduate programs, professional networks, and industry organizations to actively recruit and retain high-quality faculty, ensuring a strong pipeline of educators to support institutional growth and academic excellence.
- Develop and implement a comprehensive faculty recruitment and retention strategy, targeting both in-person and online instructors, that strengthens instructional quality and builds a pipeline of qualified adjuncts and future full-time faculty to support long-term institutional growth.

Course and Program Offerings

Objectives

- Proactively respond to the evolving labor market by developing and enhancing academic and technical programs that align with high-demand career fields.
- Regularly evaluate and expand course modalities, including in-person, online, and hybrid, to accommodate diverse learner preferences.
- Strengthen partnerships with local and regional industries to ensure curriculum remains relevant, integrating hands-on learning experiences such as apprenticeships, internships, and industry certifications.
- Utilize labor market data, employer feedback, and student demand trends to guide program development, ensuring HutchCC graduates are workforce ready.
- Perform ongoing program assessment and review processes to adapt course offerings based on industry advancements, technological innovations, and workforce needs.

Optimize Data Usage and Reporting

Objectives

- Build and sustain a comprehensive data tracking and reporting system to monitor student success from enrollment to completion.
- Use data to identify trends, forecast enrollment, and continuously refine retention and completion strategies.

- o Review and adjust enrollment goals based on data insights, institutional performance, and external factors.

The **Strategic Enrollment Management Plan** is an ambitious, forward-thinking roadmap that positions Hutchinson Community College for long-term success in an evolving educational landscape. Through intentional recruitment strategies, enhanced student support systems, and data-informed decision-making, this plan will drive meaningful improvements in enrollment, persistence, retention, and completion rates.

More than just meeting quantitative targets, this initiative reflects HutchCC's unwavering commitment to student achievement and institutional growth. By prioritizing accessibility, clear academic pathways, and holistic support services, we are creating an environment where every student, regardless of background, has the opportunity to thrive.

As we look ahead, this plan will serve as a driving force for innovation, strengthening our connections with students, employers, and community partners. HutchCC is not only preparing students for academic and career success but also shaping the future workforce and reinforcing its role as a leader in higher education. Through collaboration, adaptability, and a student-centered focus, we are building a legacy that will have a lasting impact on Kansas and the surrounding region.