Southeast Tech
Fall Kick-off Report
EXECUTIVE SUMMARY

Purpose:
To present the Fall Kick-off report containing tentative enrollment data and campus initiatives.

There are approximately two and a half weeks until the Fall 2016 semester begins. Currently student enrollment and credits are approximately the same as they were as this point in August 2015. Student orientation dates make a large impact on the day-to-day credit count and enrollment will vary greatly through August. A final report will be made in September 2016.

Many initiatives enhance and support student success. Summer/Fall initiatives that support student success include: JRM Go Live, Wireless Upgrade, Bookstore/Student Financial Aid Balance Automation, Windows 10/Office 2016, Campus Load Balancer Upgrade, Bookstore Credit Card Readers/Tokenization Upgrades, New Building Technology Installation, Tech Insider Postcard, Housing Move-in, Scarbrough Center – Family Registration, Parent/Teacher Visits, SGA Student Appreciation Event, New Building Technology Installation, Campus Portals/ERP Upgrades, Back 2 School Bash, Distracted Driving Simulators, Fall Picnic, Bloodmobile Drive, Attendance Challenge, eRefund, Part Time Job Fair, Campus Scholarship Management Software.

Administrative Recommendation to School Board:
Acknowledge the Fall Kick-off Report.

Report Prepared by: Interim President Rich Kluin   August 3, 2016
Presented by: Rich Kluin

TENTATIVE ENROLLMENT DATA - FALL 2016

08.03.16

- As of Monday, August 1

- 8-1-2016:   23,743 credits
- 8-3-2015   24,375 credits

- 1868 students Fall 2016
- 1919 students Fall 2015

- **New Student Orientation and Registration days don't align perfectly year to year.

ENROLLMENT NUMBERS

- When can students start classes?
  - Fall (August)
    - October
  - Spring (January)
    - March
  - Summer (June)
    - Interim (May)

ENROLLMENT NUMBERS

- GROWTH
  - Horticulture Division
  - Transportation Division
  - Computers

- CHALLENGES
  - Business Division
  - Health

ENROLLMENT TRENDS

- TV
  - KELO
  - KSFY
  - KTTW (FOX)
  - NSFY (CW)
- RADIO (ROTATING STATIONS)
  - KTWB
  - KKLS
- PANDORA
- FACEBOOK

WHERE ARE AD'S CURRENTLY RUNNING?

- Recruitment Software – for better student tracking and segmenting (launched mid-May)
- New Website – clean and modern with fewer clicks. Focused on recruitment
- Advertising – more ad's (increased spending). Focus is on outcomes and programs. Call to action ad's.
  - Billboards for Business and Horticulture.
  - USF, USD and Southeast Tech – collaborative advertising
  - "Live" radio and TV spots
  - More radio and TV ad's
  - Media Advertising for campus events
- Environmental Branding – making program areas more visually appealing (internal advertising)

WHAT DID WE DO LAST YEAR

- JRM Go Live – June 2016
- Wireless Upgrade – Summer 2016
- Bookstore/Student Financial Aid Balance Automation – Summer 2016
- Windows 10/Office 2016 – Summer 2016
- Campus Load Balancer Upgrade – Summer 2016
- In-Service – August 2016
- Laptop Disbursement/Jump Start Week – August 2016
- Bookstore Credit Card Readers/Tokenization Upgrades – August 2016
- New Building Technology Installation – Summer/Fall 2016
- Tech Insider Postcard – August 2016
- Housing Move In – August 2016
- Scarbrough Center – Family Registration, Parent/Teacher Visits – August 2016
- Automotive Technology and Diesel Technology - new location – August 2016
- SGA Student Appreciation Event – August 2016
- New Building Technology Installation – Summer/Fall 2016
- Campus Portals/ERP Upgrades – Summer/Fall 2016
- Medical Coding – Professional Service Diploma – Fall 2016
- Healthcare Office Specialist – Name change - Fall 2016
- Back 2 School Bash – September 2016
- Distracted Driving Simulators – September 2016
- Fall Picnic – September 2016
- Bloodmobile Drive – September 2016
- Attendance Challenge – September 2016
- eRefund – September 2016
- Part Time Job Fair – Fall 2016
- Campus Scholarship Management Software – October 2016

CAMPUS INITIATIVES/EVENTS

QUESTIONS?