

Using Data to Create and Evaluate Strategic Enrollment Management Plans



CWC At A Glance

Small, Rural College: @2700 students 23-24

Native American Serving, Non-Tribal Institution (NASNTI), serves the Wind River Indian Reservation, home to the Eastern Shoshone and Northern Arapaho tribes

Over 80% of students at risk of not completing college (low income, first generation, need developmental courses)

CWC At A Glance

Large Service Area that includes both rural counties of Fremont and Hot Springs, as well as Teton county, one of most expensive areas in US

Large programs: Ag/Equine, Nursing, Health Sciences, 2 BAS degrees

CWC Strategic Enrollment Management (SEM)

CWC's SEM Committee is led by the Vice President of Student Affairs and includes:

- **VPs of Academic Affairs and Administrative Services**
- **Faculty representatives**
- **Dean of Students**
- **Director of Admissions**
- **Registrar**
- **Director of Concurrent Enrollment**
- **American Indian Student Success Coordinator**
- **Executive Director of Marketing**
- **Executive Director of Institutional Effectiveness**

SEM PLANS

First five-year SEM plan was from 2019-2024

Currently we are evaluating the success of our initiatives from first plan and are in final stages of adapting our next 5-year plan for 2024-2029

Plans set areas for improvement, baseline data, goals to reach, and initiatives that will help us get there

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SEM PLANS

Evaluating the first plan:

What targets did we miss? Should we keep these in new SEM plan?

Did we make progress on any goals?

What was not in first SEM plan that we should add in?

SEM PLANS

**External data we examine to evaluate plan
and set new plan:**

NCCBP data (newest and over time)

CCSSE data (newest and over time)

University of Wyoming Transfer Data

**Wyoming Community College Commission
State Reports**

NCCBP Plan in New SEM Plan

First steps were to look at:

Executive Summary

Strengths and Opportunities Report

**These help us to see areas we might want to
focus on in next SEM Plan**

Are we improving in any areas?

Cohort	
16-17	54.96%
17-18	58.91%
18-19	59.11%
19-20	60.23%
20-21	63.40%

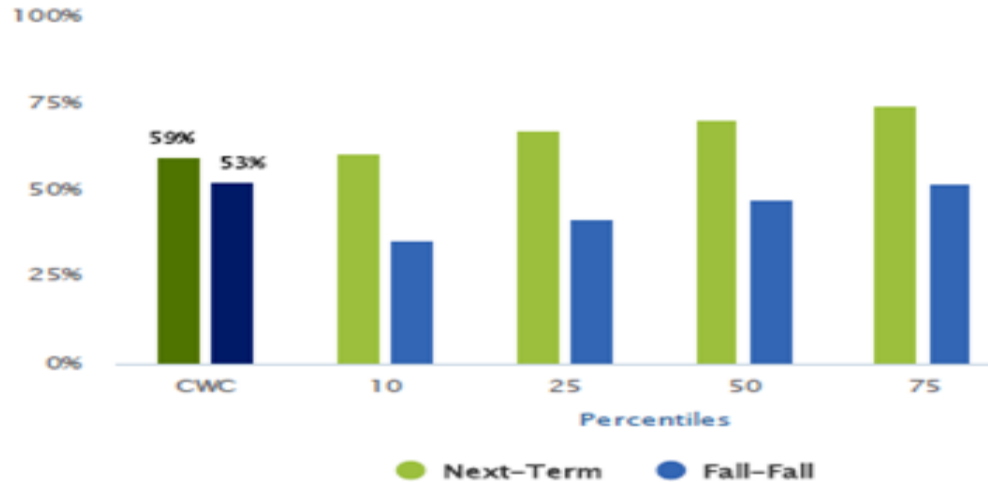
Percent of all students in the academic year who completed, transferred, or continued (NCCBP)

Have we been consistently low in any area? Do we need to do a deeper dive into any of these areas?

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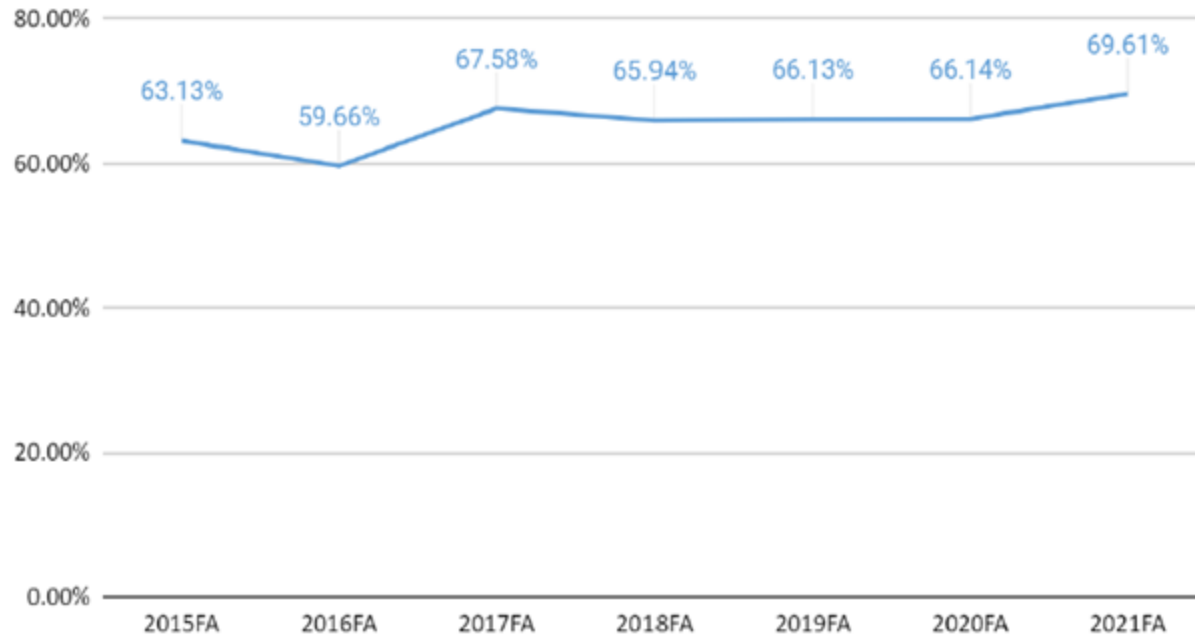
Central Wyoming College - Executi

Persistence Rate



The persistence rate is the percent of Fall 2021 credit students, both full- and part-time, who return to the campus for the next term (usually Spring 2022), or for the next Fall term (Fall 2022). This metric excludes students who graduated or completed certificates in the time frame.

Progress towards degree:
Degree-seeking students who met SAP and re-enrolled or graduated



Satisfactory academic progress (SAP) standards mean earning a 2.0 GPA or better AND completing at least 67% of attempted credit


What else can help us out?

What initiatives will help us reach goal?

What have we been doing that works?

What are we doing that hasn't been working?

NCCBP Best Report—what schools are excelling where we want to improve? What can we learn from them?



Thank you!
Questions? Contact Catherine Truth,
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