

# Enrollment Management Update – March 2024

3/1/2024

Dear Campus Community,

Please find attached the Enrollment Management Update for **March 2024**. In addition to reporting enrollment stats, we are also providing a summary of college-wide efforts to improve enrollment. Feel free to reach out if you have any questions or need more information.



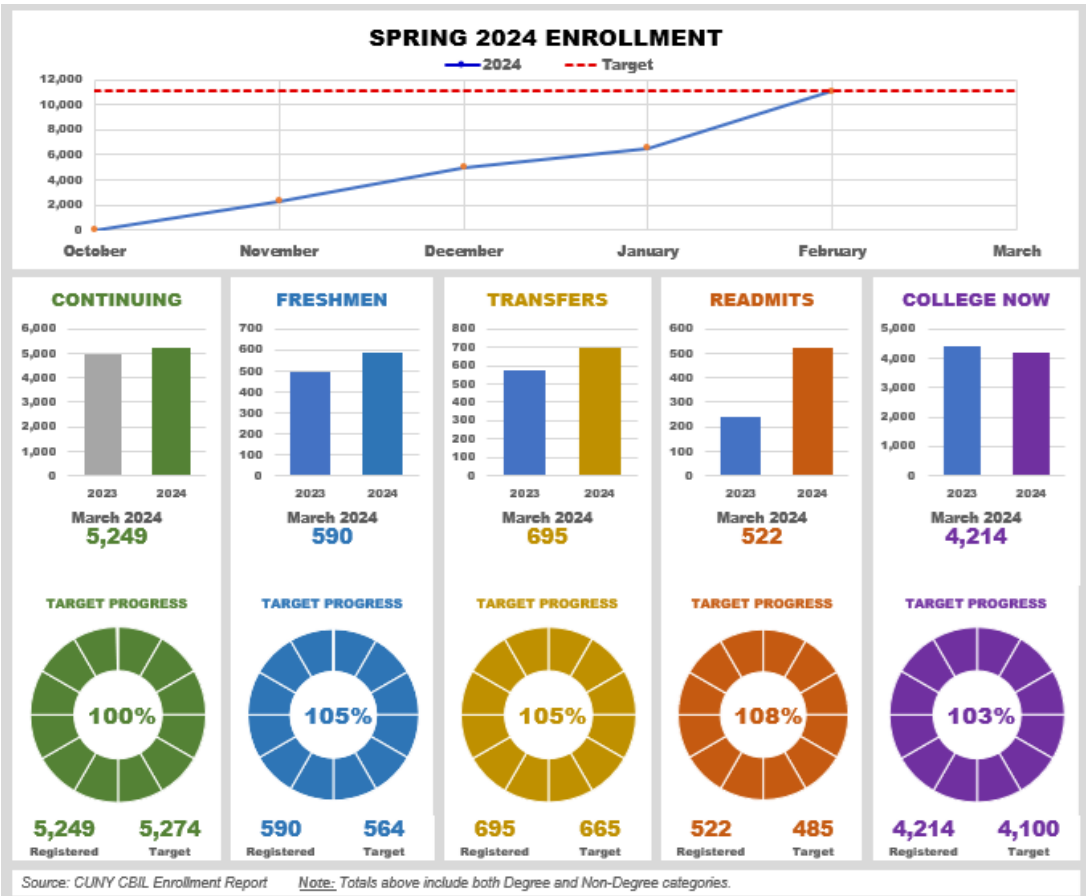
We met ALL  
our Enrollment  
Targets for  
Spring 2024!!!



## Enrollment:

Below are the enrollment numbers as of March 1, 2024.

*College Now enrollment does not generate FTE's for the college and tends to enroll most of their students after the semester has started.*



### Spring 2024 Admissions Funnel:

The admissions funnel indicates number of student applications vs admitted vs committed to the college as compared to last year. Admissions staff work on contacting students to help them move through the funnel.

| 2/29/2024 | SP24 Apps | SP23 Apps | % change | SP24 Admits | SP23 Admits | % change | SP24 Commits | SP23 Commits | % change |
|-----------|-----------|-----------|----------|-------------|-------------|----------|--------------|--------------|----------|
| FTF       | 2,876     | 2,524     | 13.90%   | 1,537       | 1,430       | 7.50%    | 863          | 819          | 5.40%    |
| Transfer  | 2,701     | 2,296     | 17.60%   | 1,352       | 1,231       | 9.80%    | 902          | 813          | 10.90%   |
| Total     | 5,577     | 4,820     | 15.70%   | 2,889       | 2,661       | 8.60%    | 1,765        | 1,632        | 8.10%    |

### Reg Ready Funnel

The chart below indicates the status of students who are deemed ready but have not yet registered - phone calls and texts are going out.

Other categories indicate where students' status is still outstanding. Students are notified weekly if there's an outstanding item.

| 2/29/2024 | Reg Ready, Not Enrolled | Missing MMR | ASAP Eligible | Missing ESL Accuplacer |
|-----------|-------------------------|-------------|---------------|------------------------|
| FTF       | 403                     | 125         | 26            | 119                    |
| Transfer  | 305                     | 55          | 15            | 31                     |
| Total     | 708                     | 180         | 41            | 150                    |

### Class Sections by Modalities & Percentages– Comparison

Compares number of class sections and percentages by modalities: In person, Hybrid and Online.

| Term        | In Person | In Person % | Hybrid | Hybrid % | Online | Online % |
|-------------|-----------|-------------|--------|----------|--------|----------|
| Spring 2023 | 1300      | 46.15%      | 381    | 13.52%   | 1136   | 40.33%   |
| Spring 2024 | 1199      | 52.70%      | 329    | 14.46%   | 747    | 32.84%   |

### Financial Aid Event

**Understanding the 24-25 FAFSA Changes** - The meeting will focus on the changes to the 24-25 FAFSA and how these changes may improve a student's filing experience. We will inform students of what documentation is needed to file and who will now need to login and contribute to a student's FAFSA.

**Date:** Wednesday March 13<sup>th</sup>, 2024

**Time:** 12:00pm – 1:30pm

[Register Here!](#)

## Recruitment Events

- **March Events** – We encourage faculty, staff, and alumni to join the Admissions Counselors on all recruitment events listed below. If you are interested in participating, please contact Wenddy Zepeda at [Wenddy.Zepeda@kbcc.cuny.edu](mailto:Wenddy.Zepeda@kbcc.cuny.edu)

| Date of Event             | Event Type        | Modality  | Start Time | End Time | Name of Organization   |
|---------------------------|-------------------|-----------|------------|----------|--|
| Friday, March 1, 2024     | Recruitment Event | In-Person | 10:00 AM   | 1:30 PM  | NYGEAR UP College and Career Symposium                             |
| Tuesday, March 5, 2024    | Campus Tour       | In-Person | 12:00 PM   | 1:00 PM  | KCC individual Campus Tour   |
| Tuesday, March 5, 2024    | Presentation      | Zoom      | 4:00 PM    | 5:00 PM  | Empowering Youth Towards Excellence Parent/School KCC Info Session |
| Thursday, March 7, 2024   | Presentation      | In-Person | 10:30 AM   | 11:30 AM | Adult Ed School 7 @ Riseboro                                       |
| Sunday, March 5, 2023     | Presentation      | In-Person | 11:00 AM   | 7:00 PM  | CAMBA Educational Center   |
| Thursday, March 7, 2024   | Recruitment Event | In-Person | 8:45 AM    | 12:30 PM | College Fair at Fort Hamilton High School                          |
| Thursday, March 7, 2024   | Campus Tour       | In-Person | 11:30 AM   | 12:30 PM | Enhanced Youth Literacy program at the Brooklyn Public Library     |
| Friday, March 8, 2024     | Recruitment Event | In-Person | 8:30 AM    | 1:30 PM  | The Martin Luther King Jr. Education Campus                        |
| Friday, March 8, 2024     | KCC Info Session  | Zoom      | 12:00 PM   | 1:00 PM  | KCC Info Session   |
| Wednesday, March 13, 2024 | Recruitment Event | In-Person | 9:00 AM    | 2:00 PM  | HART H.S. College Fair   |
| Wednesday, March 13, 2024 | Recruitment Event | In-Person | 8:30 AM    | 12:30 PM | School For Classics High School                                    |
| Wednesday, March 13, 2024 | Recruitment Event | In-Person | 9:00 AM    | 1:00 PM  | Pathway to Graduation Queens@ August Martin High School            |
| Thursday, March 14, 2024  | Campus Tour       | In-Person | 10:30 AM   | 12:00 PM | High School for Youth and Community Development at Erasmus         |
| Thursday, March 14, 2024  | Recruitment Event | In-Person | 2:00 PM    | 5:00 PM  | Beacon X Program @ Monroe High School Campus                       |
| Thursday, March 14, 2024  | Campus Tour       | In-Person | 10:00 AM   | 12:00 PM | Spring Creek Community School                                      |
| Thursday, March 14, 2024  | Recruitment Event | In-Person | 3:00 PM    | 5:00 PM  | Urban Dove Team Charter School                                     |
| Friday, March 15, 2024    | KCC Info Session  | Zoom      | 1:00 PM    | 2:00 PM  | KCC Info Session   |
| Friday, March 15, 2024    | Recruitment Event | In-Person | 9:00 AM    | 12:00 PM | College and Career Fair the Theatre Arts Production Company School |
| Saturday, March 16, 2024  | Recruitment Event | In-Person | 9:00 AM    | 2:30 PM  | Latino College Expo2024 College Fair                               |
| Monday, March 18, 2024    | Campus Tour       | In-Person | 10:00 AM   | 12:00 PM | HS of Telecommunication Arts &Technology                           |
| Tuesday, March 19, 2024   | Presentation      | Zoom      | 6:30 PM    | 7:30 PM  | Adult Ed School 7 BE/GED Program                                   |
| Tuesday, March 19, 2024   | Campus Tour       | In-Person | 11:00 AM   | 12:00 PM | P12X@358X - McKitty Culinary art KCC Campus tour                   |
| Wednesday, March 20, 2024 | Recruitment Event | In-Person | TBA        | TBA      | William TAFT Campus  |
| Wednesday, March 20, 2024 | Recruitment Event | In-Person | 4:00 PM    | 8:00 PM  | Amazon Career School Fair at JFK                                   |
| Wednesday, March 20, 2024 | Recruitment Event | Zoom      | 9:00 AM    | 3:00 PM  | JA Inspire   |
| Wednesday, March 20, 2024 | Campus Tour       | In-Person | TBA        | TBA      | Common point Queens  |
| Wednesday, March 20, 2024 | Recruitment Event | In-Person | TBA        | TBA      | Bronx High School for Business                                     |
| Wednesday, March 20, 2024 | Campus Tour       | In-Person | 10:00 AM   | 12:00 PM | Frederick Douglass Academy VI                                      |
| Thursday, March 21, 2024  | Presentation      | Zoom      | 4:00 PM    | 5:00 PM  | Empowering Youth Towards Excellence Parent/School KCC Info Session |
| Thursday, March 21, 2024  | Recruitment Event | In-Person | 9:00 AM    | 12:00 PM | The Lowell School College Fair                                     |
| Thursday, March 21, 2024  | Campus Tour       | In-Person | TBA        | TBA      | High School of Telecommunication Arts and Technology               |
| Thursday, March 21, 2024  | Recruitment Event | In-Person | 1:00 PM    | 2:30 PM  | Harlem Renaissance Highschool                                      |

|                           |                   |           |          |          |   |
|---------------------------|-------------------|-----------|----------|----------|---|
| Friday, March 22, 2024    | KCC Info Session  | Zoom      | 11:00 AM | 12:00 PM | KCC Info Session  |
| Wednesday, March 27, 2024 | Recruitment Event | In-Person | 9:30 AM  | 11:30 AM | New Dawn Charter High School in Brooklyn                    |
| Wednesday, March 27, 2024 | Recruitment Event | In-Person | 6:00 PM  | 7:30 PM  | New Utrecht High School College Fair                        |
| Wednesday, March 27, 2024 | Recruitment Event | In-Person | 9:00 AM  | 2:00 PM  | IN-Tech Academy   |
| Wednesday, March 27, 2024 | Recruitment Event | In-Person | 6:00 PM  | 8:00 PM  | Murrow/Midwood Spring College Fair                          |
| Thursday, March 28, 2024  | Recruitment Event | In-Person | 10:00 AM | 2:00 PM  | Brooklyn Education Center (BEOC)                            |
| Thursday, March 28, 2024  | Recruitment Event | In-Person | 10:00 AM | 3:00 PM  | College Fair at Queens Satellite High School                |
| Thursday, March 28, 2024  | Campus Tour       | In-Person | 10:00 AM | 12:00 PM | The East New York Arts & Civics High School                 |
| Thursday, March 28, 2024  | Recruitment Event | In-Person | 3:00 PM  | 6:00 PM  | Unity Preparatory Charter School of Brooklyn                |
| Thursday, March 28, 2024  | Recruitment Event | In-Person | 8:30 AM  | 2:30 PM  | Food and Finance HS College & Career Fair 2024              |
| Thursday, March 28, 2024  | Recruitment Event | In-Person | 8:00 AM  | 2:30 PM  | 2nd Annual Campus-wide College Fair at George Washington HS |

### Registrar Important Dates:

|             |            |  |
|-------------|------------|--|
| FRI.        | MAR. 1     | Start of Spring 2024 - Regular Academic Session  |
| FRI.        | MAR. 1     | CLASSES BEGIN - DAY & EVENING  |
| MON.        | MAR. 4     | PERIOD OPENS to file applications for June 2024 Degrees  |
| WEDS.       | MAR. 6     | <a href="#">LAST DAY for 75% Tuition Refund</a>  |
| THURS.      | MAR. 7     | LAST DAY to add or change a course using Schedule Builder on CUNYFirst   |
| THURS.      | MAR. 7     | Financial Aid Certification Enrollment Status Date   |
| FRI.        | MAR. 8     | Course Withdrawal Drop period opens - WD grades are assigned to students who drop the course and that have attended/participated at least one time - WD grades are changed to WN grades for students who NEVER attended/participated in the class. |
| FRI.        | MAR. 8     | Verification of Enrollment Rosters Available to Faculty  |
| TUES.       | MAR. 12    | <a href="#">LAST DAY for 50% Tuition Refund</a>  |
| SUN.        | MAR. 17    | LAST DAY for 25% Tuition Refund  |
| SUN.        | MAR. 17    | Census Day   |
| SUN.        | MAR. 17    | LAST DAY to file a Change of Plan (Major) effective Spring 2024  |
| SUN.        | MAR. 17    | LAST DAY to drop classes with a "WD" grade - Mandatory class participation is required to avoid a WN grade after assignment of WD grade  |
| SUN.        | MAR. 17    | Verification of Enrollment Rosters Due from faculty  |
| MON.        | MAR. 18    | WN Grades Assigned per the Verification of Enrollment report.  |
| MON.        | MAR. 18    | Grade of W is assigned to students who officially drop a course - Mandatory class participation is required to avoid a WN grade after the assignment of W grade  |
| MON.        | MAR. 18    | PERIOD OPENS to file applications for Change of Plan (Major) - effective Fall 2024   |
| MON.        | MAR. 18    | PERIOD OPENS to file applications for Change of Matriculation - effective Fall 2024 (Non-Degree to Degree)   |
| TUES.       | MAR. 26    | College Council (U219) @ 3pm   |
| FRI. - SUN. | MAR 29 -31 | NO CLASSES SCHEDULED   |
| SUN.        | MAR. 31    | <a href="#">WA Grades Assigned – MMR/Immunization non-compliance</a>   |

## Virtual Front Desks:

|                                     |               |   |
|-------------------------------------|---------------|---|
| Admissions Information Center (AIC) | M-F 10-4pm    | <a href="https://zoom.us/join/zoom/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q">https://zoom.us/join/zoom/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q</a>                         |
|                                     | T, W 4-6:30pm | <a href="https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>       |
| Financial Aid                       | M-F 10-4pm    | <a href="https://bit.ly/KCCFACOUNTER">https://bit.ly/KCCFACOUNTER</a>   |
|                                     | T, W 4-6:30pm | <a href="https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>       |
| International Student Affairs (ISA) | M-TH 10-4pm   | <a href="https://zoom.us/join/zoom/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q">https://zoom.us/join/zoom/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q</a>                         |
|                                     |               |   |
| One Stop Center                     | M-F 10-4pm    | <a href="https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>       |
|                                     | T, W 4-6:30pm | <a href="https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>       |
| Registrar's Office                  | M-F 10-4pm    | <a href="https://zoom.us/join/zoom/register/tJ0of-mqrzoiGt2lykgwOIYP-PBxZ-MPfuxe%C2%A0%C2%A0">https://zoom.us/join/zoom/register/tJ0of-mqrzoiGt2lykgwOIYP-PBxZ-MPfuxe%C2%A0%C2%A0</a> |
|                                     | T, W 4-6:30pm | <a href="https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/join/zoom/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>       |

## Enrollment Virtual Front Desks Traffic

- Students are being referred to the Enrollment Virtual Front Desks for help with Admissions, Financial Aid, Registrar, or the One Stop Center. Below is the comprehensive chart for all the traffic last month.

