

# Enrollment Management Update – January 2021

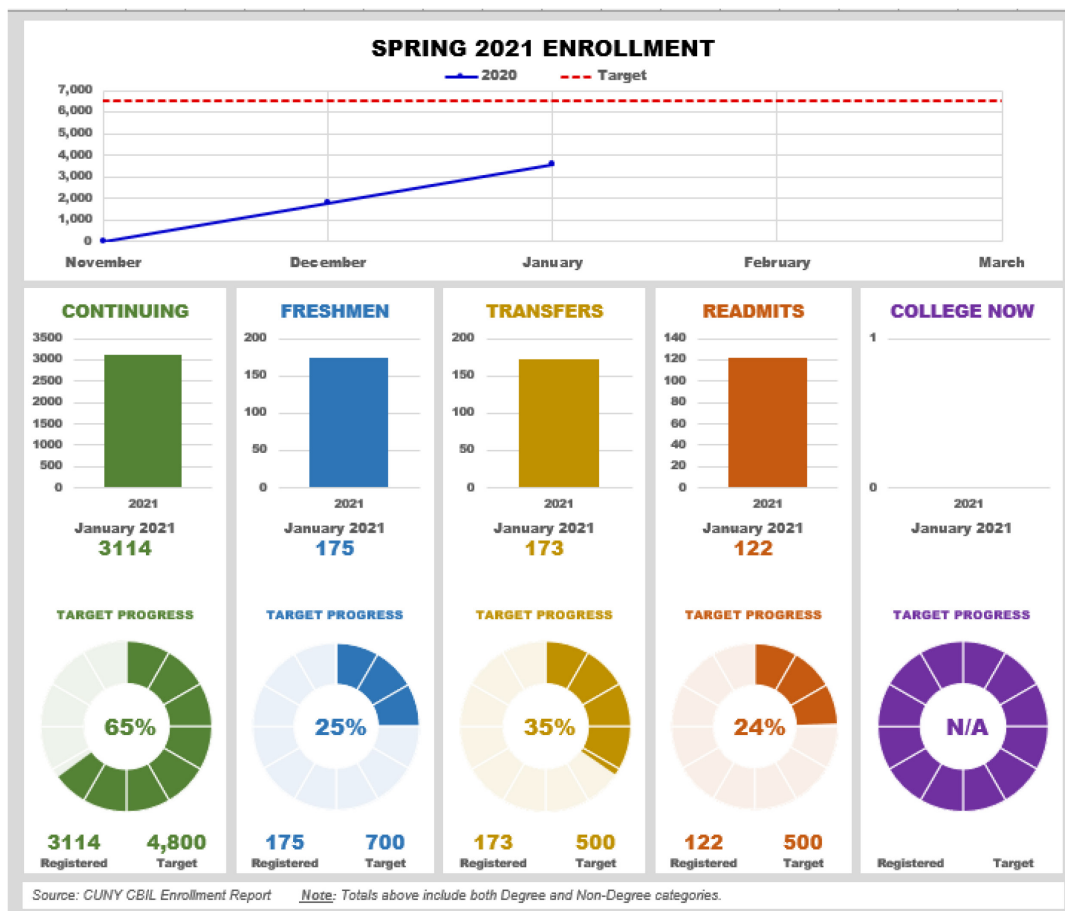
## 1/11/2021

Dear Campus Community,

Welcome back to a new year and a new start. I hope everyone had a wonderful holiday. Please find attached the Enrollment Management Update for January 2021. 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.

### Enrollment:

Below are the targets for Spring 2021 and registration numbers as of January 8, 2021. You will note that the target for the Continuing students has been lowered from 6800 to 4800. This is a due to the number of continuing students with outstanding balances for Spring 2020 who have bursar stops on their records which, prohibit them from registering for Spring 2021. We continue to work with students, the Bursar and Financial Aid to decrease or eliminate these balances for students using funds available.



## Efforts to Increase Enrollment

- **Freshmen**

- CUNY Central College Now has provided a listing of all College Now students enrolled in a DOE high school. We are reaching out to this cohort of students and inviting them to open houses and information sessions in order to convert them to applicants.
- Bushwick Community Based Organizations and Churches we have provided flyers in 5 different languages to these organizations and are following up with phone calls and email to schedule zoom sessions for their students and communities to encourage them to apply for college.
- Marketing and Communications has partnered with Enrollment Management to create new ads for our website as well as social media.

- **Transfers**

- New Start Program we have reached out SUNY and private colleges in the New Start Consortium to renew our agreements. We have met with most of the colleges to schedule zoom sessions with students who will be leaving their institutions.
- Transfer Orientation we have scheduled four Transfer Student Orientations for new students. These orientations will be held on Fridays (Jan. 8, 15, 22 and 29). The Orientations will focus on presentations about the Academies, Blackboard, Financial Aid, Starfish and Tutoring.

- **Continuing**

- Academies Advisors within the Advisement Academies regularly conduct outreach via email, text and phone to students in their caseloads, including individualized efforts specific to the advisor as well as Academy wide and cross-academy communications. Special focus is put on students who have had their bursar stops removed and are eligible to register. Starfish and Zoom makes scheduling and meeting with an advisor easy and accessible.
- Postcards have been mailed to Continuing Students, FLEX and ASAP students. We've partnered with the Communications department to develop 3 distinct postcards to encourage them to register for Spring 2021. Below are the postcards for Continuing, FLEX and ASAP.



- **ASAP**
  - Advisors conduct continuous outreach to students in their cohort through email, phone and text. Individual and group advisement sessions are promoted and easily scheduled via Starfish. Fridays serve as open group registration days where appointments are not necessary.
- **College Discovery**
  - Counselors continue to outreach to their students via phone calls and texts, emails and Remind App to encourage students to meet via Zoom for advisement and registration. Engagement through a variety of workshops always end with a reminder to get advised and register.

### **Important Dates:**

Mon. Jan. 4	Classes begin – DAY and EVENING
Wed. Jan. 6	LAST DAY to change a section or add a class for Winter 2021
Thur. Jan. 7	Course Withdrawal Drop period opens – Grade of “WD” is assigned to students who officially drop a class
Fri. Jan 8	Last day for 50% Tuition Refund
Tue. Jan. 12	Last day to apply for Deletion of Winter 2021 courses (From Student Transcript)
Tue. Jan 12	Last day for 25% Tuition Refund
Tue. Jan. 12	Verification of Enrollment Rosters due from Faculty
Wed. Jan. 13	Course Withdrawal period opens – Grade of “W” is assigned (for 6-week session only)
Mon. Jan. 18	College Closed
Wed. Jan. 20	DAY & EVENING classes follow a MONDAY SCHEDULE

### **Virtual Front Desks:**

<b>Admissions Information Center (AIC)</b>	M-F 10-4pm	<a href="https://zoom.us/meeting/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q">https://zoom.us/meeting/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q</a>
	T, W 4-6:30pm	<a href="https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>
<b>Financial Aid</b>	M-F 10-4pm	<a href="https://us02web.zoom.us/j/84201253517?pwd=WnorQ1N4NDFoR3RLRlRUMS9aT0tzQT09#success">https://us02web.zoom.us/j/84201253517?pwd=WnorQ1N4NDFoR3RLRlRUMS9aT0tzQT09#success</a>
	T, W 4-6:30pm	<a href="https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>
<b>International Student Affairs (ISA)</b>	M-TH 10-4pm	<a href="https://zoom.us/meeting/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q">https://zoom.us/meeting/register/tJ0uce2grjMoGdXpMYNI9zWxyrcjBYilPy3q</a>
<b>One Stop Center</b>	M-F 10-4pm	<a href="https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>
	T, W 4-6:30pm	<a href="https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>
<b>Registrar's Office</b>	M-F 10-4pm	<a href="https://zoom.us/meeting/register/tJ0of-mqrzoiGt2lykgwOIYP-PBxZ-MPfxe%C2%A0%C2%A0">https://zoom.us/meeting/register/tJ0of-mqrzoiGt2lykgwOIYP-PBxZ-MPfxe%C2%A0%C2%A0</a>
	T, W 4-6:30pm	<a href="https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0">https://zoom.us/meeting/register/tJ0scO6qrTopH9Z_S0Q6Po5vHAbcOA6r0vv8%20%C2%A0</a>