

2022-2023

GUIDED PATHWAYS ANNUAL REPORT



PREPARED BY:

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Associate Dean of Enrollment Management

LAKE LAND
COLLEGE

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2022-2023 GPSEM Priorities

During the 2022-2023 academic year, the Guided Pathways Enrollment Management Team assigned team members to one of the four focus areas in the GPSEM Matrix. Each working group was tasked with identifying and analyzing the College's current processes of the four focus areas: the Implementation of Guided Pathways, Recruitment and Marketing, the Onboarding Experience and Retention, Persistence and Completion. They are identifying pain points, gaps and areas where Guided Pathways could bring improvements.

Brief overview of this year's progress:

1. Guided Pathways Implementation– analyzed data from the CCRC Scale of Adoption survey that was distributed showed the need for increased awareness and education to the college community and stakeholders. The working group has been working on informational videos, Laker Low Down submissions, staff development materials and maintaining the GPSEM webpage and SPMS software for accuracy.
2. Recruitment & Marketing– completed an inventory of marketing and recruitment tools and practices for the college; an inventory of the populations we market to; and an inventory of populations we recruit from. Gaps in these populations were identified. They also created video screen captures of the processes for requesting information, visiting campus, filling out a Laker Profile and completing an Intent to Enroll. And created a Staff Development on how to be an ambassador for the college and created the foundation for a Marketing and Recruitment Toolkit that will be released in the fall.

2022-2023 GPSEM Priorities

Continued...

3. Onboarding Experience– defined the time period of onboarding; gathered communication samples that are sent to all student groups from multiple departments across campus from the beginning of the onboarding process to the end. And has been flowcharting the onboarding process for the different populations of students we serve and looking at each process, not only from the student side but the staff side.
4. Retention, Persistence & Completion– Navigate implementation occurred in three distinct phases:
 - Fall 2022, the focus was on finalizing configurations for counseling and placement functionality for new student orientation and placement and limited registration for the spring 2023 semester
 - Activities in early Spring 2023 centered around scaling academic advising functionality and registration for the entire population of students enrolling in Summer and Fall 2023.
 - The last half of Spring 2023 through Summer 2023 emphasized onboarding additional campus units and configuring retention alerts.



GUIDED PATHWAYS STRATEGIC ENROLLMENT MANAGEMENT TEAM

TEAM MEMBER	AREA OF REPRESENTATION
Pam Hartke	Guided Pathways SEM Chair
Dr. Valerie Lynch	Vice President of Student Services
Dr. Ikemefuna Nwosu	Vice President of Academic Services
Jon Van Dyke	Dean of Admissions Services
Christ Strohl	Dean of Workforce Solutions & Community Education
Emily Ramage	Dean of Academic Operations
Kelly Allee	Director of MPR
Lisa Cole	Director of Data Analytics
Heather Nohren	Chair of Counseling and Judicial Affairs Advisement
Tessa Wiles	Director of Dual Credit and Honors Experience
Jennifer Hedges	Director of Financial Aid and Veteran Services
Tony Sharp	Director of Enterprise Applications
Lisa Shumard-Shelton	Director of Student Life
David Stewart	Chief Information Officer
Peighton Hinote	Coordinator of Student Communications & Initiatives
Dr. Jennifer Melton	Academic Counselor
Emily Hartke	Academic Counselor
Ryan Wildman	Agriculture Business Instructional Faculty
Tynia Kessler	Division Chair Business/Business Instructional Faculty
Stacey Hakman	Academic Services Specialist for the Dean of Academic Services

2023-2027 Guided Pathways SEM Planning

Working Groups by Focus Area

Focus Area 1: Guided Pathways Implementation

Leader: Pam Hartke

Members: Valerie Lynch

Emily Ramage

Ryan Wildman

Stacey Hakman

Focus Area 2: Recruitment & Marketing

Leader: Kelly Allee

Members: Peighton Hinote

Ike Nwosu

Chris Strohl

Jon Van Dyke

Focus Area 3: Onboarding Experience

Leader: Heather Nohren

Members: Jennifer Hedges

Tynia Kessler

David Stewart

Tessa Wiles

Focus Area 4: Retention, Persistence, and Completion

Leader: Emily Hartke

Members: Jennifer Melton

Lisa Cole

Tony Sharp

Lisa Shumard-Shelton

GUIDED PATHWAYS STRATEGIC ENROLLMENT MANAGEMENT PLANNING MATRIX LAKE LAND COLLEGE 2023-2027



FOCUS AREAS	1. GUIDED PATHWAYS IMPLEMENTATION	2. RECRUITMENT AND MARKETING	3. ONBOARDING EXPERIENCE	4. RETENTION, PERSISTENCE AND COMPLETION
GOAL STATEMENTS	<p>A. Fully implement Guided Pathways Model to enhance and support student success.</p>	<p>A. Operationalize a comprehensive recruiting and marketing plan to attract and retain new and current students.</p>	<p>A. Operationalize a structured onboarding process to improve the student experience.</p>	<p>A. Fully integrate EAB Navigate functionalities using a tiered approach to strengthen retention, persistence and completion efforts.</p>
PRIORITY OBJECTIVES	<ol style="list-style-type: none"> 1. Assess current status of Guided Pathways implementation. 2. Create a plan to develop Guided Pathways components not yet adopted. 3. Establish a collaborative framework/communication plan for stakeholders to fully adopt GPS in their daily work. 4. Develop strategies to increase the awareness that SEM and GPS are the shared responsibility of everyone within the College to increase student recruitment, retention and completion 	<ol style="list-style-type: none"> 1. Audit current recruiting and marketing efforts. 2. Analyze results of recruiting and marketing audit to identify the gaps in effectiveness. 3. Establish a collaborative framework/communication plan for stakeholders to participate in recruitment and marketing efforts. 4. Establish, implement and assess strategies to increase the enrollment of the following specific target demographics: adult students, career/technical education students and first year students. 	<ol style="list-style-type: none"> 1. Use value stream mapping to audit the onboarding process for specific student groups (ex: incoming high school students, first time students, readmitted students and transfer students). 2. Analyze results of onboarding audit to identify gaps in effectiveness for all student categories and develop interventions to streamline the onboarding experience. 3. Establish a collaborative framework/communication plan for students and staff to adopt the improved onboarding process. 	<ol style="list-style-type: none"> 1. Identify EAB Navigate functionality for implementation to support retention, persistence and completion. 2. Develop identified EAB Navigate functionalities. 3. Establish a collaborative framework/communication plan for stakeholders to utilize EAB Navigate. 4. Establish an assessment plan for evaluating student success outcomes using EAB Navigate.

IMPLEMENTING THE STUDENT TRACKING SYSTEM: EAB NAVIGATE– 2022-2023 UPDATE

Navigate implementation during the 2022-2023 year occurred in three distinct phases. In Fall 2022, the focus was on finalizing configurations for (academic) counseling and placement functionality for new student orientation and placement and limited registration for the spring 2023 semester. Activities in early Spring 2023 centered around scaling academic advising functionality and registration for the entire population of students enrolling in Summer and Fall 2023. The last half of Spring 2023 through Summer 2023 emphasized onboarding additional campus units and configuring retention alerts.

Fall 2022

- Academic counselors received training in the use of the staff and student sites and regarding calendar availabilities/scheduling.
- Orientation scheduling was developed in Navigate.
- Placement Testing staff received training regarding availabilities/scheduling to accommodate students scheduling placement testing through Navigate.
- Academic counselors utilized Navigate academic planning to advise New Spring 2023 students participating in New Student Orientation.
- New Spring 2023 students participating in New Student Orientation utilized Navigate for academic planning and registration.

Spring 2023 (through midterm)

- All faculty advisors were trained in the use of Navigate for advising prior to the schedule going live on March 3.
- Training for students began during the last week in February/first week in March.
- A Navigate website and email address (navigatehelp@lakelandcollege.edu) were developed to provide resources for and assistance to advisors and students.

Spring 2023 (after midterm) through Summer 2023

- Faculty advisors and current students utilized Navigate for Summer/Fall 2023 advising and registration; nearly 2000 students registered through the platform during this time period.
- Several offices participated in Navigate demonstrations to begin the process of identifying and configuring functionality. Offices include: Tutoring, TRiO, Financial Aid, Adult Ed, Workforce, Perkins, Career Services, Library, Honors/Dual Credit, Admissions, and Behavioral Mental Health; onboarding and configuration will continue in the Fall 2023 semester.
- Financial Aid configurations were completed and staff received instruction regarding setting up availabilities/scheduling.
- Retention alert configurations were established with the goal of transitioning LEAP referrals to Navigate during the Fall 2023 semester.

Onboarding departments will continue throughout the 2023-2024 year. Additional areas of focus during the upcoming year will include updating user roles, auditing data matching between Colleague and Navigate, developing documentation and training materials, and implementing kiosks.



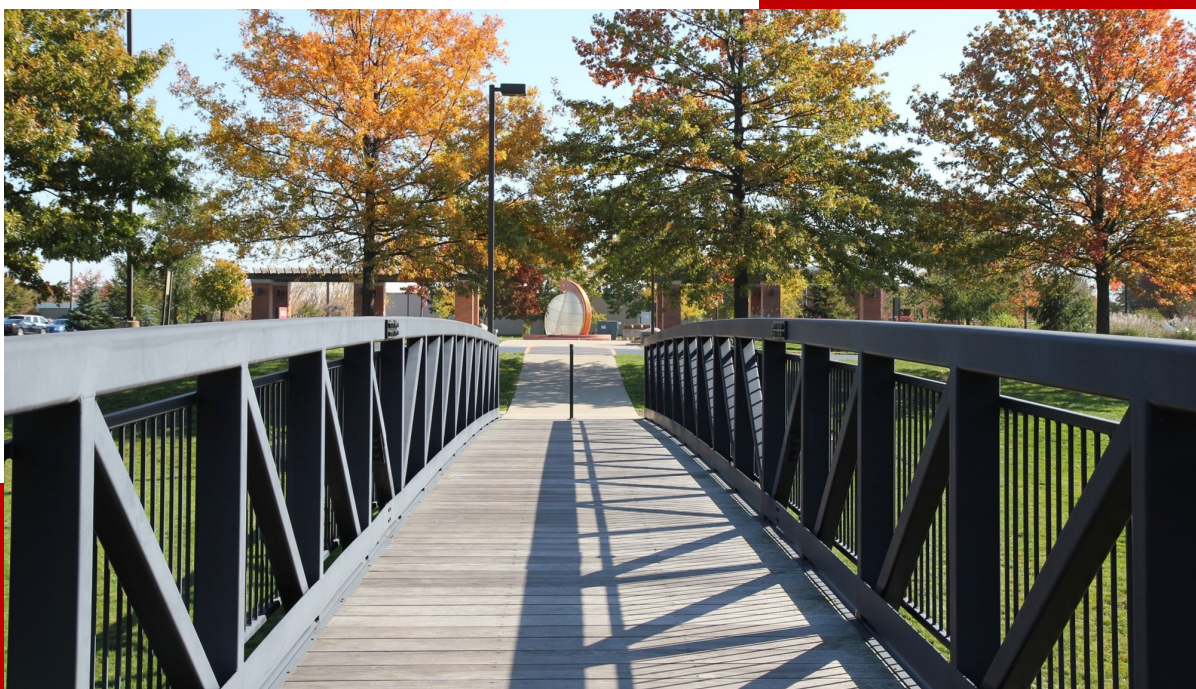
GUIDED PATHWAYS: OUR NEXT STEPS

During the upcoming 2023-2024 academic year, the Guided Pathways Strategic Enrollment Management Team will continue to concentrate on several key initiatives, as the College moves towards full implementation of a Guided Pathways Model:

These initiatives include:

1. Increase communication and awareness of Guided Pathways and the implementation to the college community and it's stakeholders..
2. The Marketing & Recruiting working group will be focusing on data collection and analysis of our inventories and data.
3. Operationalize a structured onboarding process to improve the student experience
4. Onboarding departments to Navigate will continue. Additional areas of focus during the upcoming year will include updating user roles, auditing data matching between Colleague and navigate, developing documentation and training materials, and implementing kiosks.

Implementation of Guided Pathways is an ongoing process that requires collaboration, adaptation, and a commitment to student success. It's essential to remain flexible and open to feedback as we work to transform the educational experience here at Lake Land College.



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