



Board of Regents Report

The Dawson Community College Enrollment Action Plan includes recruiting, advising, registration, and retention action steps to increase Montana resident enrollment for Fall 2020. This plan is informed by enrollment trends and timelines for Fall 2020, and support outreach to and recruitment of Montana students.

	Resident FTE	Total FTE
Fall 2020 (current)	208.1	329.2
Summer 2020 EoT	53.86	60
Fall 2020 Projected EoT	208.1	325.9
Spring 2020 Projected	229	325
Annualized Projected	245.48	355.45

Recruiting and Admissions: DCC encourages prospective students to apply and complete the admissions process in a timely manner so that they can begin to develop a plan for their college career, as well as enroll in initial coursework appropriate to their level of readiness and goals.

FY 2021 Projected	FY 2020	FY 21/20 % Growth	FY 2019	FY 20/19 % Growth	FY 2018	FY 19/18 % Growth
245.48	241	1.85%	205	17.6%	183	12.0%

Advising and Registration: DCC helps students choose and enter a program of study that matches their interests and supports them from initial enrollment into the college through graduation, including appropriate placement into and timing of college level “gateway” courses, such as math and English, and additional support when identified as necessary

Retention: DCC empowers students with regular, required advising for degree completion and graduation, and ensures that programs are focused, streamlined, and attainable by leveraging options for more flexibility such as evening, hybrid and online classes.

Completion and Graduation: DCC supports students through to completion of their final coursework for their chosen programs of study and assists them as they transition to a transfer institution or the world of work.

Outreach and Recruitment

- Ensure coordination of all outreach activities by engaging in partnerships with Dawson County High School and surrounding high schools
- Continue to participate in high school and college virtual open houses and information sessions to highlight opportunities at DCC
- Inform eligible students and families about programs and opportunities available at DCC
- Continuously work to provide relevant college and career dual enrollment courses
- Increase and enhance online and hybrid course and program offerings
- Engage in early and continued college support and outreach
- Offer advising services for dual enrollment students
- Continue the partnerships with our Eastern Montana high schools to increase financial aid awareness among high school counselors
- Invest in software to identify prospective students
- Develop intentional outreach and recruitment strategies to prospective students from disproportionately impacted groups

Marketing and Communication

- Provide regular and consistent communication with the community and prospective students to keep them informed of registration dates and enrollment opportunities
- Identify prospective students and provide targeted marketing campaigns to inform them of educational opportunities tailored to their needs
- Conduct market and audience research focused on demographic groups in and around DCC
- Develop digital and print media materials, marketing videos, digital and outdoor advertisements, radio and TV commercials, and promotional items
- Develop intentional marketing to prospective students from disproportionately impacted groups