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**Project Name:** Prospective Student Follow-Up

**Deployment Champion:** Dr. Vicky Stewart

**Project Sponsor:** Cheryl Fliege

**Process Owner:** Margo Birkner

**Green Belt:** Dr. Cheryl Fliege

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<td>Tony Wysinger</td>
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**Opportunity (Purpose or Primary Reason for Project):** Improve/increase the process of following-up with students who attend recruitment events, e.g., “College Night,” college tour, high school visit, etc. or who have sent in applications for specific programs.

**Business Case (Budget Information):** Typically, the college receives only 1,000 “prospect cards.” A 25% increase in enrollment, as a result of a more successful process, represents 250 credit hours—or $17,500. Students who apply to ICC, especially specific programs, also expect to receive information from the college. Students who apply but not contacted and choose other schools represent a financial loss to the college. Ten full-time students lost to other programs represents a loss of $21,000 annually in revenue.

**Goal (Expected Outcomes, Deliverables, and/or Results):** Reduce response time of recruitment follow-up to a maximum of three business days, while improving the quality of information shared with potential students (to make sure they were aware of financial aid deadlines, scholarship deadlines, etc.).

**Scope (Constraints, Boundaries, and/or Key Risks):** The project should deal with only two areas of fulfillment at this time: 1) Providing follow-up to prospect cards; 2) Providing information on programs to students who have submitted applications, but are not enrolling immediately.

**Timeline (Define, Measure, Analyze, Improve, and Control):** I would expect this project to take six months to complete, but since the data is not precise at this time, the measure phase may take some time.

**Primary Measures:**
1. Turn-around timeline for existing process (time at which prospect card is received to time materials are sent)
2. Enrollment success (% of students enrolled after a recruitment event)
3. Reasonable conversion costs (number of students enrolled of those who had sent in prospect cards or admission applications; processing and fulfilling requests for information/number of those who enrolled; fulfillment materials and supplies; developing/maintaining relationship marketing database/fulfillment process)

**Other (Additional Resources Needed, Critical Considerations, and/or Initial Concerns):** This project could have far-reaching effects. By “fixing” fulfillment and establishing a relationship-marketing database, ICC will have strong links for communicating to potential students. This database would allow Associate Deans to access prospects and communicate with them specifically about programs, events, advisors, etc. Likewise, testing, career counselors, financial aid personnel, Foundation, and others who have an interest in prospects would have an up-to-date, well-coded database.