



Volume 1 | Issue 10

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## Enrolment Management Council

### What is Strategic Enrolment Management?

Strategic Enrolment Management (SEM) is an institution-wide effort aimed at integrating our “programs, practices, policies, and planning related to achieving the optimal recruitment, retention, and graduation of students with ‘optimal’ defined by the mission, academic vision, and strategic plan of the institution.”<sup>1</sup> At its centre is a culture of student success.

### What SEM is Not

SEM is not a change in organizational structure, a marketing strategy, an expensive operation or a quick fix.<sup>2</sup>

### The Council

Okanagan College's Enrolment Management Council was formed in March 2011 and has adopted the following mission statement:

*Through the adoption of specific enrolment management strategies, including collecting the best data possible, the Okanagan College Enrolment Management Council will guide recruitment and retention of a diverse group of students. Its goal is to manage and improve enrolments reflecting Okanagan College's near and long term education plans.*

The Council will report to Deans Forum on a regular basis to gather feedback and provide input on issues. One of its first tasks will be to develop specific enrolment goals.

### Council Members

Jim Barmby: Salmon Arm, Allan Coyle: Public Affairs, Donna Lomas: South Okanagan-Similkameen, Jane Muskens: Registrar's Office (Interim Chair), Jan O'Brien: Institutional Research, Heather Schneider: Central Okanagan, Diana Thomson: Recruitment and Transitions, Christine Ulmer: Marketing, Russ Winslade: Student Services, Jane Lister: North Okanagan (as of June 1, 2011), Inga Wheeler (Secretary).

<sup>1</sup> Wilkinson, Dr. R. B. (2007). *Strategic Enrollment Management: Creating a Definition that Works*. Available: <http://www.educationalpolicy.org/events/R07/documents/StrategicEnrollmentTHURS%20%5BCompatibility%20Mode%5D.pdf>

<sup>2</sup> Gottheil, S. (2009). *Strategic Enrollment Management 101*. Available: <http://www.oura.ca/conf2009/program.html>

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*Continued from the April edition:*

## Become a Student and the Prospective Student Portal

### Aren't they the same thing?

The Prospective Student Portal (PSP) is essentially an extension of myOkanagan, with content geared towards prospective students. The portal will help prospects stay connected to OC as it provides them with updated information on events and programs.

The PSP will take the Become a Student microsite one step further; Become a Student is on our public website. It provides information geared towards various segments of future students such as Aboriginal students and Adult Learners.

Where the PSP differs is that it provides a prospect and applicant a customized experience beyond the segments listed on the Become a Student microsite. Content may be personalized by program, age, region, assigned recruiter, intended start date, high school student vs. adult learner, International vs. domestic student, Aboriginal etc. or a unique combination of the above.

The goal is to make the experience seamless for the prospect as they transition from prospect to applicant to student. They will not know that they have left the PSP and moved into myOkanagan. The current myOkanagan and the new tabs for prospective students will have the same look and feel.

## Any CRM News?

The short answer is: "No". Lots of work is going on behind the scenes of the Client Relationship Management (CRM) system but we aren't quite ready yet to unveil the new system.

The CRM will impact how we all do what we do – in a positive way. We will be able to better assist students to transition from prospect to applicant to student to graduate by communicating with them throughout the student life cycle.

The system will also allow us to share information more effectively. An advisor will be able to see which recruiter a student talked to and what they discussed. Front counter staff will be able to see what email or mail has gone to a student. All of this will allow us to better serve the needs of our clients (prospects, applicants, students, and graduates).

## Grade Appeal Fee

**Reminder:** Staff processing grade appeal fees should post the fee in the term of the course that resulted in the grade to be appealed NOT in the current term.

## Summer Deregistration Begins

The Summer Session I fee payment deadline has now passed, and we will be deregistering students for non-payment.

Deadline for Summer Session II fees is June 30, 2011.

## May 2011

- 13** Last day to register for a Session I course
- 23** Victoria Day - College closed
- 25** Jump Start Advising Session #1 Kelowna

## June 2011

- 3** Trades Commencement
- 4** Spring Convocations
- 8** Jump Start Advising Session Salmon Arm
- 8** *Retaining First Generation Students* Webcast
- 15** Jump Start Advising Session #2 Kelowna
- 16** *Early Identification and Intervention of At-Risk Students* Webinar
- 24** Last day of Session I classes and final examinations
- 27** Last day to submit final grades for exams
- 28** Vernon Convocation/ Commencement
- 29** Summer Convocation

## July 2011

- 1** Canada Day - College closed
- 4** Session II classes begin
- 4** Fall & Winter 2011 registration begins
- 4** Distance registration (Sep., Nov., Jan., Mar. intakes) starts
- 4** AACP Penticton continuing students registration starts
- 8** Last day to register for Session II

## May 2011

### Education Council News

Below is a brief update on items approved at Education Council in May. Please view the *Items Approved* or *Minutes* to see details.

#### Course Deletion:

- BIOL 150 - Natural History of the Okanagan

#### New Courses:

- BUAD 346 - Environmentally Sustainable Enterprise
- ECCO 150 - Traditional Ecological Knowledge of the Okanagan
- ECCO 151 - Aboriginal Traditional Knowledge and Conservation
- ECCO 152 - Methods and Application of Traditional Ecological Knowledge
- ECCO 280 - Indigenous Approaches to Knowledge
- ECCO 281 - Working in First Nations Communities
- ECCO 282 - Selected Topics in Traditional Ecological Knowledge Science
- BIOL 150 - Natural History of the Okanagan
- BIOL 151 - Introduction to Applied Ecology and Conservation
- BIOL 152 - Zoological Diversity of BC
- BIOL 153 - Botanical Diversity of BC
- BIOL 280 - History of Biological Thought
- BIOL 281 - Environmental Law, Policy, and Planning
- BIOL 282 - Selected Topics in Biology
- BIOL 283 - Conservation Biology
- CMNS 290 - Introduction to Video Games Studies
- ENGL 209 - Studies in Professional Editing

- FINA 110 - Introduction to Drawing and Visual Storytelling
- FINA 160 - Introduction to Canadian and Aboriginal Art History
- CRIM 204 - Women, Crime and Justice
- SOCI 204 - Women, Crime and Justice
- WMST 204 - Women, Crime and Justice
- GEOG 201 - Food in Society

#### Course Revisions:

- BIOL 203 - Introduction to Ecology
- FINA 201 - Introduction to Publication Design
- SOCI 304 - Globalization and Social Change
- GEOG 211 - Social and Cultural Geography
- GEOG 221 - Economic Geography
- GEOG 265 - Tourism and Recreation Geography
- GEOG 270 - Geographical Data Analysis
- POLI 111 - The Government of Canada
- PHARM 14 - Pharmacy Technician Practicum
- PHARM 15 - Hospital Practicum

#### New Programs:

##### International Development Diploma

This two-year diploma is designed for students who are interested in working with organizations involved in development projects across the globe. It will have two options:

##### 1. *International Development Governance*

Students may choose to add an emphasis:

- Women and Development emphasis
- Environment and Development emphasis

This option consists of Arts courses which all have university studies credits.

##### 2. *International Development Management*

This option is a joint diploma between Arts and Business. Arts courses have university studies credit while Business courses may be transferred on a course-by-course basis.

A pathway into the BBA is also being developed for students choosing this option.

Students will declare their option and emphasis upon graduation or prior, while in the program, but not at the time of application.

The first intake is planned for September 2011.

##### Aircraft Maintenance Engineer Cat. "S"

This 37-week Trades program will be held at OC's Aerospace Campus at Kelowna International Airport.

Students should note the special attendance policy mandated by Transport Canada and/or the Cdn. Council for Aviation and Aerospace.

The first intake is planned for early 2012.

##### 1. Applied Ecology and Conservation Certificate and Diploma

This program was created in partnership with the En'owkin Centre in Penticton. It provides a solid foundation in conservation and best-practice protocols common to field studies. Students learn principles and theories of biology, applied ecology, conservation, geology, geography, and traditional and

Aboriginal knowledge for a variety of ecosystems.

The En'owkin Centre will provide expertise for the traditional and Aboriginal knowledge components of the program.

The program offers a certificate (30 credits taken during the September through April semesters plus summer field courses) and a diploma (60 credits over two years during September through April semesters plus summer field courses in year one). Part-time study is available.

The first intake is planned for September 2011.

#### **Program Revisions:**

##### Pharmacy Technician Certificate

The program description and admission requirements were changed to comply with the Canadian Council for Accreditation of Pharmacy Programs recent advisory.

##### Bachelor of Business Administration - Financial Services Specialty

The speciality name was changed to "Finance Speciality" and the list of required and elective courses was modified.

##### Business Administration Certificates

##### Business Studies Certificates

##### Business Administration Diploma

##### Commercial Aviation Diploma

##### Culinary Arts Diploma

The admissions requirements for all of the above programs have changed. The English requirements was lowered from 70% to 60% in English 12 or equivalent.

**Note:** The BBA English admission requirement will remain at 70% in English 12.

*Please note that all new programs and all program changes require Board approval.*

Details of EdCo approvals can be found at [www.okanagan.bc.ca/edco](http://www.okanagan.bc.ca/edco). The next regular Education Council meeting is scheduled for June 2, 2011 at 4:00 p.m.

## Best Wishes

Best wishes to Lynn Grahame who recently retired as the Associate Registrar, Enrolment Services.

Happy travels!

## IT Services Email Address

### Did you know?

IT Services has a generic email address that you may use to forward IT related student questions to:  
[support@okanagan.bc.ca](mailto:support@okanagan.bc.ca).

## Recruitment on the Move

The Recruitment department including the four regional recruiters and the two Aboriginal recruiters has moved from Public Affairs to the Registrar's Office.

Thus far this move only affects the reporting and budget structure. Over the next few weeks, the Kelowna recruitment team will move offices from the 5<sup>th</sup> floor in the Centre for Learning to the Registrar's Office in the Student Services Building.

Since Recruitment is now part of the Registrar's Office, *Reach Out* will feature updates on recruiting activities every month. Stay tuned!

## Contact a Recruiter

### **JAKE MASON**

South Okanagan-Similkameen  
Tel: (250) 492-4305 ext. 3205  
Email: [jmason@okanagan.bc.ca](mailto:jmason@okanagan.bc.ca)

### **TAWNYA CAMERON**

North Okanagan  
Tel: (250) 545-7291 ext. 2309  
Email: [tcameron@okanagan.bc.ca](mailto:tcameron@okanagan.bc.ca)

### **LESLIE BOGULA**

Shuswap-Revelstoke  
Tel: (250) 832-2126 ext. 8259  
Cell: (250) 307-4757  
Email: [lbogula@okanagan.bc.ca](mailto:lbogula@okanagan.bc.ca)

### **CAROLYN HOPKINS**

Central Okanagan  
Tel: (250) 762-5445 ext. 4469  
Email: [chopkins@okanagan.bc.ca](mailto:chopkins@okanagan.bc.ca)

### **CAROLINE CHARTIER**

Aboriginal North Okanagan/Shuswap-Revelstoke  
Tel: (250) 832-2126 ext. 8275  
Cell: (250) 515-1085  
Email: [cchartier@okanagan.bc.ca](mailto:cchartier@okanagan.bc.ca)

### **MARCY TROTTER**

Aboriginal South Okanagan-Similkameen/Central Okanagan  
Tel: (250) 492-4305 ext. 3264  
Cell: (250) 460-1770  
Email: [mtrotter@okanagan.bc.ca](mailto:mtrotter@okanagan.bc.ca)

**Email any recruiter:**

**[chooseoc@okanagan.bc.ca](mailto:chooseoc@okanagan.bc.ca)**

## Transition Fast Facts

by Jane Muskens, Registrar

as published in the Capital News

Last fall, I was appointed to sit on a provincial government committee on data standards and definitions.

Essentially this committee looks at what kind of data we collect, how we collect it and in some cases who has access to this data and what is it used for.

Just about all the colleges and universities in the province of B.C collect and send data to the provincial government, where it is stored in the appropriately-named Central Data Warehouse.

This data is used by both the schools and the government to report on a lot of interesting stuff (at least that's what I think).

Some of this information was highlighted in a report last week which listed a number of student transitions project fast facts.

The first fact showed the B.C. Secondary School graduation rate. This is essentially the number of high school students who actually graduated from Grade 12. Currently the number sits at 80 per cent with little change except for the male student graduation rate: it went from 77 per cent in 2005/06 to 83 per cent in 2009/10.

The info sheet also looked at the percentage of Grade 12 graduates who were satisfied that their education prepared them for college or university. On average, about 72 per cent indicated their past

education prepared them to transition to post-secondary.

Fast fact number three showed how many high school students went directly to college or university right after graduation which currently sits at 53.6 per cent. Since 2005, across B.C. these transition rates have increased by 2.7 per cent. Transition rates in the Okanagan area grew faster at 4.7 per cent. This is the type of information I look at all the time because it gives me a pretty good idea of what to expect in regards to demand for Okanagan College programs and courses.

But high school transition rates aren't the only transition rates I look at. Fast fact number four provided information on the cumulative transition rates to college or university. These are high school graduates who took time off between high school and college. Over a period of time this report shows how a graduating classes transitions to post-secondary.

For example, in B.C. 49.9 per cent of the graduating class of 2004 went straight to post-secondary. A year later another 10.8 per cent of this same class enrolled, followed by another 4.6 per cent a year later. By 2009 this 49.9 per cent grew to 72.4 per cent, telling us that from this specific graduating class many had registered at a college or university. Fast-fact number five looked at the same data including the per cent of students who did not attend college or university.

This information is also important because it gives college and university administrators the ability to see how young adults transition into college as they move through their 20s. B.C. data shows us that the older an individual gets the least likely they will go back to school.

Another interesting fast fact was the how many of us over the age of 15 hold a high school graduation diploma and a post-secondary credential. With data from Stats Canada this chart showed a provincial comparison. B.C. rated the highest at 80 per cent followed by Ontario, Alberta, Quebec, Nova Scotia, Prince Edward Island, New Brunswick, Manitoba, Saskatchewan, and Newfoundland.

## Join Us ... Twice

### Retaining First Generation Students Webcast

Identify the factors that contribute to first-generation student success and create effective co-curricular retention programs for this population.

**Wednesday, June 8, 2011**

**10:00 a.m. to 11:30 a.m.**

**Kelowna H115**

**Penticton PL109**

### Early Identification and Intervention of At-Risk Students Webinar

Student retention problems start even before classes do - early warning signs exist, and can easily be identified if you know what to look for.

**Thursday, June 16, 2011**

**10:30 a.m. to 12 noon**

**Kelowna E202**

**And other campuses by request.**

# Who does what in Kelowna Admissions

May 2011

## GENERAL

### Jane Muskens 4340

Admission/Registration Policy/  
Procedure questions and issues;  
program admission requirements;  
complaints - student or staff; new  
program questions.

### Lianne Rozniak 4471

Banner Student Data, and  
Registration and Records questions

## ADMISSIONS AT OTHER CAMPUSES

Admissions staff at each campus  
handle the program intakes at that  
campus.

### Salmon Arm

BECKY Breitsprecher ext. 8201  
SHANNON Kielbauch ext. 8201

### Vernon

JANICE Ulrich ext. 2267  
PAM Krieg ext. 2203

### Penticton

VAL Tuhkala/LARA Payne  
ext. 3239  
GILL Coombs ext. 3220

## KELOWNA ADMISSIONS STAFF

### Heather Brown 4254

Practical Nursing  
Early Childhood Education  
Infant Toddler  
School Age Care  
Therapist Assistant  
Health Care Assistant  
Human Service Worker

### Cynthia DeSerranno 4398

Science  
BBA - year 1-2 International  
Bus Administration Diploma -  
International  
Business Certificates - International  
Visiting  
Unclassified  
BCIS & CIS  
Environmental Studies

### Betty Roegele 4568

BBA - year 1-4 domestic  
BBA - year 3-4 International  
Business Administration Diploma -  
domestic  
Business Certificates - domestic

### Lulu Hall 4306

Electronic Engineering  
Electronic Engineering Bridge to  
UBCO  
Network & Tel Engineering  
Mechanical Engineering  
Civil Engineering  
Water Engineering  
Trades Technology Teacher  
Education  
Aviation  
Journalism Studies  
Culinary Arts Certificate, Diploma  
and Dual Credit  
Welding Level C  
Automotive Service Technician  
Heavy Duty Transport Mechanic  
Collision Rep/Refinishing

### Ardeth Anderson 4576

Arts  
Media & Cultural Studies  
Writing & Publishing  
Advanced Certificate in  
Communication  
Dental  
Criminal and Social Justice  
Bachelor of Science in Nursing

### Judy Reid 4702

ABE (AACP)  
ESL-Domestic  
Plumbing  
Electrician  
RV Service Technician  
Carpentry/Joinery  
Residential Construction  
Sheet Metal Worker  
Studio Woodworking  
Administrative Assistant  
Admin Assistant Fundamentals  
Office Assistant  
Accounting Assistant  
Litigation  
Corporate/Conveyancing