

# PRESIDENT'S REPORT: STRATEGIC PLAN UPDATE PLANK 2



**GATEWAY**  
COMMUNITY  
& TECHNICAL COLLEGE

## Strategic Plan: Plank 2

Develop innovative opportunities for flexible, affordable, and personalized learning



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## Strategic Plan: Plank 2 Strategic Priority 2.1

Increase the efficiency and effectiveness of admissions and enrollment processes, **with a focus on increasing student awareness and engagement**



# Strategic Plan: Plank 2

## Strategic Priority 2.1

### STUDENTS WE SERVE



Full-Time 31%  
Part-Time 69%

Boone 32%  
Campbell 15%  
Kenton 34%

Employed-Full  
Time 49%  
Employed-Part  
Time 27%

Average Age: 25.0

New Students  
with 1 or More  
Developmental  
Needs 74% (499)

New Students  
with Need in  
All 3 Subjects  
28% (186)

80.9% Receive  
Financial Aid  
Assistance



# Strategic Plan: Plank 2

## Strategic Priority 2.1

### Application Matriculation Rate

Semester	Numbers	Percent
Fall 2017	3,421 new applicants <b>1,590 enrolled</b>	46.5%
Spring 2018	1,743 new applicants <b>709 enrolled</b>	40.7%

Source: Kentucky Community and Technical College System Database



# Strategic Plan: Plank 2

## Strategic Priority 2.1

### Top 10 Kentucky Colleges/Universities Attended by Northern Kentucky 2016 Public High School Graduates in 2017

College	Graduates Enrolled
Northern Kentucky University	801
<b>Gateway CTC</b>	<b>363</b>
University of Kentucky	241
Eastern Kentucky University	225
University of Louisville	215
Thomas More University	118
Western Kentucky University	67
Morehead State University	65
Bluegrass CTC	38
Georgetown College	18

Source: KY Stats (<https://kystats.ky.gov/Reports/Reports>)

Notes:

Includes High School students graduating at any time during the 2015/2016 High School academic year  
A graduate attending more than one college/university in the 2016/2017 college/ university academic year  
is counted once for each college/university the graduate attended

# HOW DO WE INCREASE STUDENT AWARENESS?



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# Strategic Plan: Plank 2

## Strategic Priority 2.1

### Activities – Off Campus Recruitment

High school visits – more than 80 each year

College fairs (recruitment table set-up)

Job fairs - Tuition Reimbursement



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# Strategic Plan: Plank 2

## Strategic Priority 2.1

### Activities – On Campus Recruitment

- Open Houses for Academic Programs
- Visits and Tours - Individuals and Families
- Super Someday - Early outreach program



# Strategic Plan: Plank 2

## Strategic Priority 2.1

### Activities – Guidance Counselor Programs

Yearly update visits to meet with counselors  
Get to Know Gateway Events



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# HOW DO WE INCREASE STUDENT ENGAGEMENT?



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# Strategic Plan: Plank 2

## Strategic Priority 2.1

### KEYS TO STUDENT ENGAGEMENT

Messaging

Customer Relationship Management (CRM)

Well- trained, committed, faculty and staff

# OPPORTUNITY



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# Strategic Plan: Plank 2

## Strategic Priority 2.1

### Application Matriculation Rate

Semester	Numbers	Percent
Fall 2017	3,421 new applicants 1,590 enrolled	46.5%

Source: Kentucky Community and Technical College System Database

3,421 (All Applicants: Non-Credential + Credential Seeking)

- 1,831 (# of Non-credential + Credential Seeking students who **DID NOT** enroll in GCTC)

= 1,590 (# of Non-Credential + Credential Seeking students who **DID** enroll in GCTC)



# Strategic Plan: Plank 2

## Strategic Priority 2.1

Credential seeking **not enrolled at Gateway, but elsewhere**

Semester	Numbers	Percent
Fall 2017	1,235 credential only applicants <b>286 enrolled elsewhere</b>	23.16%

Source: National Student Clearinghouse

1,831 (# of Non-Credential + Credential Seeking students who **DID NOT** enroll)  
- 596 (# of Non- Credential Students who **DID NOT** enroll)  
= 1,235 (# of Credential Seeking students who **DID NOT** enroll in GCTC)



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# Strategic Plan: Plank 2

## Strategic Priority 2.1

Credential seeking **not enrolled at any institution**

Semester	Numbers	Percent
Fall 2017	1,235 credential only applicants <b>949 not enrolled anywhere</b>	76.84%

Source: National Student Clearinghouse

1,831 (# of Non-Credential + Credential Seeking students who **DID NOT** enroll)  
- 596 (# of Non- Credential Students who **DID NOT** enroll)  
= 1,235 (# of Credential Seeking students who **DID NOT** enroll in GCTC)



**Want to support  
Gateway?**

**Great - WE WANT YOU!**



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# Here are a few ways you can:

Show your Gateway pride!

Connect us with Businesses in your network

Give out View Books and Work Ready Information

Visit our website and learn something new each week

Donate to the Gateway Scholarship Fund

Attend a College Sponsored Event

Wear Gateway gear

Tell people what we're about and why they should choose Gateway!



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# WHY CHOOSE GATEWAY?

## STUDENT TESTIMONIALS



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## **McKinley Moen, a Nursing student stated:**

“I didn’t have a clue about what I wanted to do with my life.... It took two years, one full time job, one part time job, no financial help, countless hours of studying.

Fast forward... I am a level 1 nursing student! Excited to study and practice what I love and enjoy doing.”



## **Mandy Jenkins, a Human Services student stated:**

“Being a single mom to five kids is never easy...and the idea going back to school seemed ludicrous to say the least.

Gateway made the transition so easy for me and allowed me to follow my dreams and start my journey toward a lasting career.

A career I know that will allow me to provide a better future for not only for myself but my kids as well. Thank you!”

## **Monica Garrison, a Criminal Justice student stated:**

“A single mom.... Set out on a journey to become educated and fulfill a dream. I was led to Gateway.

I was introduced to the Ready to Work program and was able to not only to receive my degree but make a living while doing so.

I not only fulfilled my dream of getting my degree but I became part of a family of amazing people.”

**THANK YOU**



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