



Implementation Team Meeting

Darla Moore School of Business

1014 Greene St.

Columbia, SC 29208

November 13, 2015

10:00am – 2:00pm

- 10:00 – 10:30am Welcome and Opening Comments – Chancellor Elkins - *Room 334*
- 10:30 – 11:20am Enrollment Update – Tabatha McAllister
- Spring Enrollment Projections – Program Chairs
- Financial Aid Discussion – Tabatha McAllister
- 11:20 – 12:30pm Functional Area/Sub-Committee Breakout Session
1. Marketing and Communications/Admissions – *Room 363*
Chair: Scott Verzyl Recorder: Amanda English
 2. Bursar/Business Office/Budget/Registration/Financial Aid – *Room 368*
Chair: Kevin Russell Recorder: Tabatha McAllister
 3. Advancement/Fund Raising – *Room 333*
Chair: Chris DeWolf
 4. Advising/ Program Contacts/Faculty – *Room 366*
Chair: Chris Nesmith Recorder: Beth White
 5. Regulatory Organizations/Institutional Research/General Counsel – *Room 334*
Chair: Kris Finnigan
 6. Information Technology Support
Chair: Randy Rollings Recorder: Bob Dyer
 7. Student Services/Library/Disability Services – *Room 365*
Chair: David Hunter
 8. Academic Affairs - Senior Campus AA's/Regional Campus AA's – *Room 367*
Chair: Gordon Haist Recorder: Jeff Priest
 9. Palmetto College Advisory Council – Chancellors, Regional Campus Deans – *Room 330*
Chair: Ann Carmichael Recorder: Walt Collins
- 12:30 – 1:30pm LUNCH – *Rooftop 511*
- 1:30 – 2:00pm Functional Area Updates - *Room 334*
- 2:00pm Adjourn

Next Meeting: 2016 meeting schedule - TBA



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Palmetto College Information Center Report
10/30/2015



Spring 2016 Inquiries/Applicants

Degree Program	Inquired*	Applied	Admitted**	Spring 2015 Application Report***
Business Administration	74	61	28	42
Criminal Justice	19	50	28	34
Elem Education	12	4	0	4
Human Services	29	39	18	22
Liberal Studies	23	65	43	49
Org Leadership	25	46	28	39
RN to BSN	4	41	20	39
TOTAL	186	306	165	229

*Inquiries as reported for Spring 2016 term for program listed (As of 10/31/2015)

**New Admits Enrolled (11/11/2015)

***11/11/2014

Notes: Data compiled from multiple sources



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Spring 2016 Enrollment

<u>Program</u>	<u>Enrolled**</u>	<u>Total Enrollment New & Continuing</u>	<u>Spring 2015 Total Enrolled</u>
Business Administration BS – Aiken	1	51	40
Criminal Justice BS – Upstate	0	34	23
Elementary Education BA - Columbia	0	26	11
Human Services BS - Beaufort	1	41	14
Liberal Studies BA – Columbia	2	85	186
Organizational Leadership BA – Columbia	1	65	118
RN to BSN – Upstate	1	62	150
TOTALS	6	364	542

Spring 2015 As of 11/12/2014
325



Data Tables-Degrees Programs

2015

Degree Program	January	February	March	April	May	June	July	August	September	October	Cumulative Lead Volume
Business Administration	83	87	87	47	90	49	65	59	56	66	689
Criminal Justice	27	36	27	17	28	19	24	21	11	12	222
Elem Education	73	54	52	53	74	28	45	40	44	33	496
Human Services	60	45	46	51	61	19	29	18	30	18	377
Liberal Studies	38	33	33	23	29	13	26	10	15	9	229
Org Leadership	33	30	38	26	27	19	25	7	21	23	249
RN to BSN	57	51	41	28	37	29	39	23	46	20	371
Not Specified	7	3	7	8	4	6	17	12	20	8	92
TOTAL	378	339	331	253	350	182	270	190	243	189	2725

Jan-May are counted as multiple degree inquiries



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Data Tables-Source Campaigns

2015

Source Campaign	January	February	March	April	May	June	July	August	September	October	Cumulative Source Campaign Volume
Coworker	9	17	9	35	12	11	13	8	12	3	129
Email	4	2	4	1	3	0	2	1	3	1	21
Employer	6	4	4	4	2	2	3	3	3	12	43
Family/Friend	55	28	41	42	54	30	45	33	35	23	386
Information Session	2	6	5	4	2	0	7	2	5	3	36
Magazine/Newspaper	13	6	4	7	5	0	5	1	3	1	45
Online Ad	n/a	n/a	n/a	n/a	n/a	16	9	6	11	9	51
Online	159	93	129	104	145	79	91	75	97	78	1050
PC Recruiter	23	29	48	18	45	8	15	21	32	24	263
Professional Org	6	6	2	4	9	2	9	5	5	6	54
Radio/TV Ads	53	43	25	24	25	11	35	12	4	7	239
Not Specified	25	16	24	19	15	5	9	9	20	0	142
Other	10	5	16	17	15	52	44	14	13	17	203
TOTAL	356	255	311	279	332	216	287	190	243	184	2662

Jan-May are counted once as a source



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CRM Definitions

- Inquiries are collected through the Palmetto College website, call center, chat or events.
- Converted Leads are those inquiries who self reported transfer credits and GPA and were pre-qualified by PC Information Staff.



Inquiry Information

October 16, 2015 to October 31, 2015

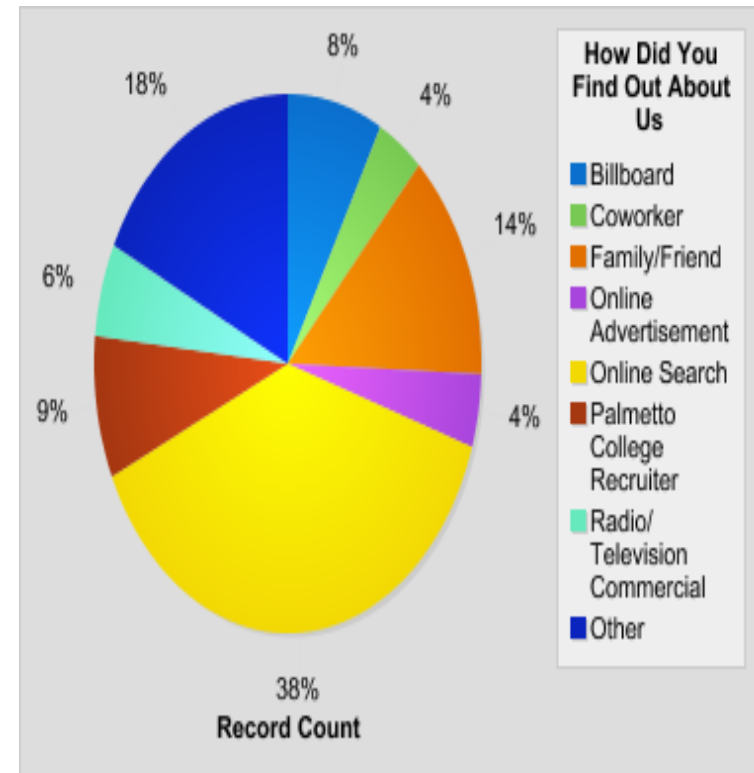
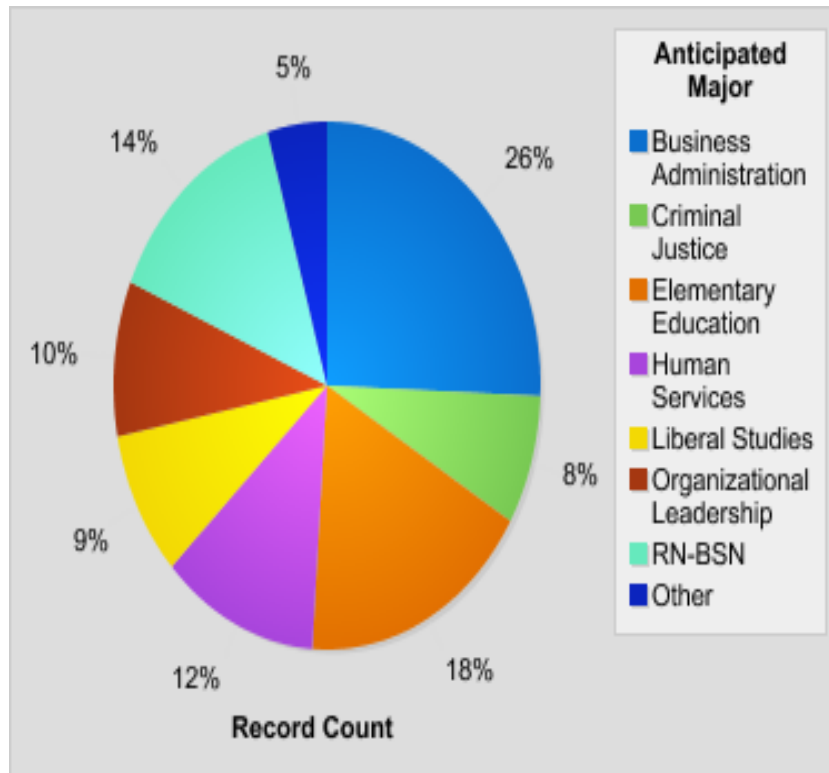
Degree Program	Inquiries	Converted Leads
Business Administration	38	13
Criminal Justice	7	2
Elem Education	15	7
Human Services	7	1
Liberal Studies	7	3
Org Leadership	15	8
RN to BSN	8	0
Not Specified	4	0
TOTAL	101	34

Source Campaign	Inquiries	Converted Leads
Coworker	2	1
Email	1	1
Employer	6	2
Family/Friend	12	3
Information Session	2	2
Magazine/Newspaper	0	0
Online Ad	0	0
Online Search	41	13
PC Recruiter	16	3
Professional Org	6	4
Radio/TV Ad	5	3
Not Specified	0	0
Other (incl JMH)	10	2
TOTAL	101	34



Inquiry Information

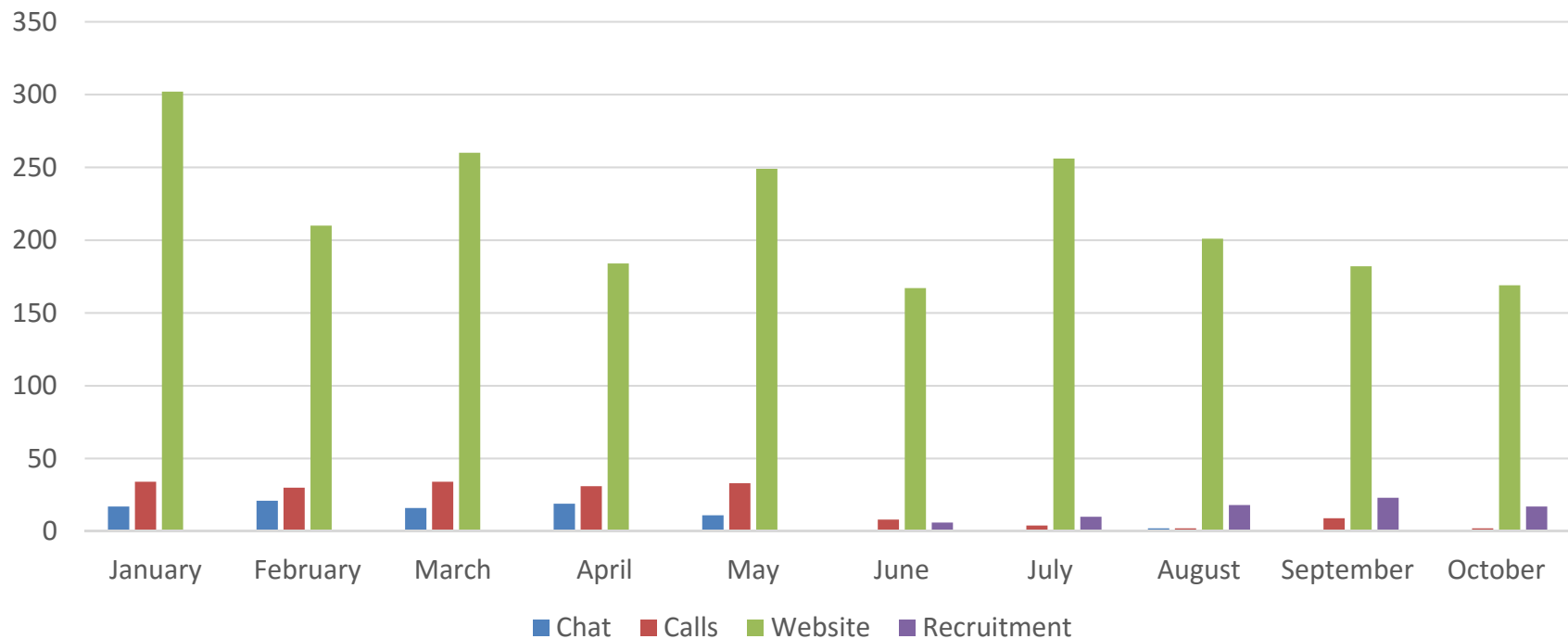
Since June 1, 2015



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Inquiry Comparison

1/2/2015-10/31/2015



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Palmetto College Student Inquiries

2013-Current

2013	2014		2014	2015	
Academic Partners (AP) *			Call Center **		
3097	979	4073	4112	2725	6837
Combined Running Total			10910		

* AP services began March 20, 2013 thru March 31, 2014

** PC Call Center was established March 31, 2014



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As **Gamecocks**,
our impact has
No Limits.



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