



Welcome



GOVERNANCE

Board of Trustees



Plan For Junior College Endorsed

FOUR CHILDREN ARE BURNED TO DEATH NEAR BOONE, IA. TODAY - ANOTHER ONE BADLY BURNED

A Junior College?— Forward, Tyler!

TYLER PEOPLE TO BE CALLED ON TO GIVE \$5,000 FOR JUNIOR COLLEGE - PLAN APPROVED

Arkansas Rob Bank
Says He Was Not
And Lynched Him

ALL HEALTH CAUSE
OF TWO MEN TAK-
ING OWN LIVES

CONQUERED CHIEF
IS NOW INSIDE

FRENCH LINES

BANKERS WANT SES-
SION CALLED TO
VALIDATE BONDS

LYNCH DAVISON
Continues Attack
On Oil Interests



HISTORY 1926



Nearly 100 years

**Educating everyone...
the path to a better world.**





Priorities

- Educational Excellence
- Stellar Service
- Innovative Programming
- Authentic Partnerships



Stellar Service

- Why Focus on Customer Service in Education?
- Defining Service Excellence
- Policies and Practices Impact Service
- Greatest Source of Learning About Your Service Approach



Authentic Partnerships

- School Districts
- Other institutions of higher learning
- Business and Industry
- Non-Profits



Academic/Student Affairs Merger



- Enriched curriculum
- Qualified and diverse faculty supported by a Teaching and Learning Center
- Optimization of learning spaces
- Vibrant student life and co-curricular engagement opportunities
- Cross-functional success and retention strategies



Enrollment Management Re-envisioned

Enrollment management is a comprehensive *process* (not a department) for maximizing outcomes for student recruitment, enrollment, retention, and graduation. It coordinates campus operations that have been historically conducted in relative isolation.

In TJC's model, enrollment management functions are supported by a deep integration with marketing, which brings to bear expertise in ensuring tactics are most effective by employing market research/data, channel selection, targeted messaging, top-quality creative services and a "customer-first" approach.





What do students want? Are we the college of first choice? What is our positioning relative to our competitors?



CHOICE

- Inquiry
- Prospect
- Applicant



*Why are students leaving and when?
Do students get the help they need
when they need it?*



PROGRESS

- Degree Planning/Course selection
- Risk Identification
- Stop out prevention



Enrollment Management activities supported and strengthened by “right message, right time, right audience” tactics cultivated through marketing and creative services.



Examples of Success



Promise Program Class of 2020

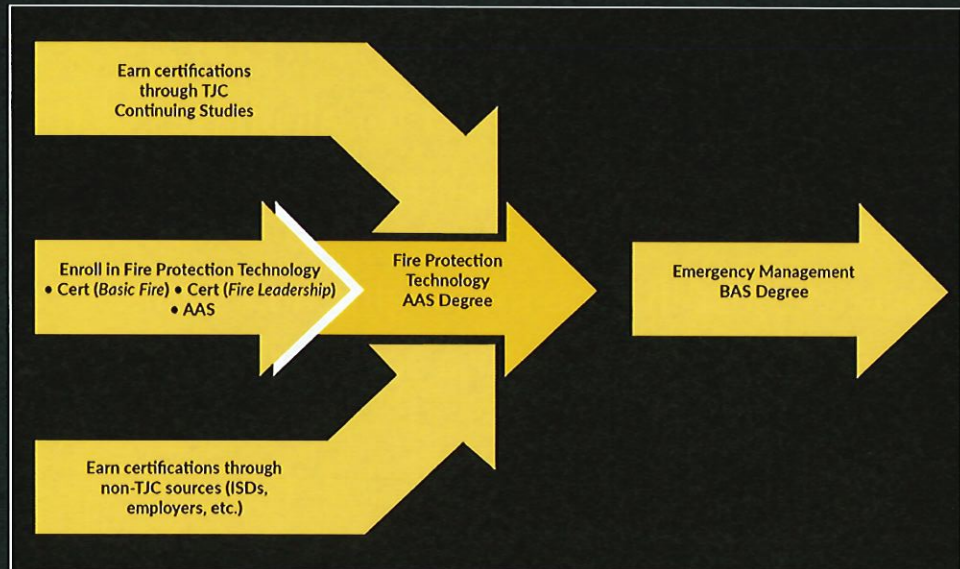
Compared to all other TJC FTIC students, Promise scholars on average:

- Had a 14% higher GPA
- Completed 22% more hours
- Had a 17% higher FAFSA completion rate
- Had a 9% higher retention rate from fall to spring
- After one year, 74.6% graduated and/or continuing their education



Fire Protection Career Pathway

Multiple
entry/exit
points





Student Success Metrics

- Despite COVID, we have seen **11% enrollment growth from fall 2016 to fall 2021** with important gains made in educational access and attainment for Hispanic students.
- **Both 1-year and 2-year persistence rates have increased** year/year with the expected minimal dip due to COVID.
- **TJC has seen a 7-point increase in 3-year graduation rates** over the last three THECB measured cohorts coupled with a decrease in average time to degree and excess credit hours. 4-Year and 6-Year rates have seen similar gains.
- **We have seen a 3.5-point increase in students completing their degree before transfer** and a nearly **4-point increase in students completing their core curriculum** before transfer.



**United in a Vision for
Student & Community Success**



Let's Talk!