Welcome
Plan For Junior College Endorsed

Nearly 100 years
Educating everyone... the path to a better world.

TJC
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?

- 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

- Earn certifications through TJC Continuing Studies
- Enroll in Fire Protection Technology
  - Cert (Basic Fire)
  - Cert (Fire Leadership)
  - AAS
- Fire Protection Technology
  - AAS Degree
- Earn certifications through non-TJC sources (ESDs, employers, etc.)
- Emergency Management
  - BAS Degree
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!