

# Atlantic Cape Community College

Dr. Vanessa O'Brien-McMasters  
Vice President, Institutional Effectiveness; Chief Strategy Officer

# Improving Access and Retention - Adult Learners Focus

- ▶ Leverage data to gain a better understanding of the adult learner experience
  - ▶ Characteristics, Enrollment Patterns
  - ▶ Process Mapping Returning Adult Learner Experience -
  - ▶ Process Mapping Website and Redesign to address returning adult learner needs
- ▶ Embed Labor Market Information throughout the enrollment management process (onboarding, advising, persistence) to connect academic programs to career opportunities
- ▶ Leveraging technology to improve graduation audit process, identifying adult learner stop outs who are close to degree completion

# Streamline Reenrollment for Returning Adult Learners

- ▶ Our Goal: To identify and eliminate barriers for adult learners returning to college through strategic process mapping and professional development.
- ▶ Our Approach:
  - ▶ Partnered with Achieving the Dream (ATD) consultant.
  - ▶ Conducted interviews and focus groups with students, faculty, and staff.
  - ▶ Focused on re-engagement of non-traditional students with over 50 credits and no degree.
- ▶ Initial Findings:
  - ▶ Website does not “speak to” returning stop-outs.
  - ▶ Inefficiencies and redundant steps in reenrollment.
  - ▶ Confusing paperwork and unclear communication.

# Collaborative Solutions through Process Mapping

## Key Improvements Identified

- ▶ Streamlined Reenrollment Procedures
  - ▶ Simplified workflows to reduce friction for returning students.
- ▶ Barrier Elimination
  - ▶ Targeted removal of communication and documentation hurdles.
- ▶ User-Friendly Navigation: Redesigned steps to be intuitive and accessible.
- ▶ Clear Communication Channels: Established direct points of contact for support.

# Long Term Impact and Sustainability

- ▶ Implementation & Institutional Change:
  - ▶ Creating an Inclusive and Efficient Enrollment Experience
  - ▶ Improve the Adult Student Experience
  - ▶ Cross-departmental collaboration led to new reenrollment process design.
  - ▶ Staff trained to better understand and support adult learner needs
- ▶ Ongoing Improvements:
  - ▶ Developing a dedicated webpage for returning adult students.
  - ▶ Continued professional development for frontline and enrollment staff.
  - ▶ Sustainable framework now in place to support future returning and adult learners.
  - ▶ Beacon Funds - Institution-Focused Funding in Action