

Bridging the Gap: Uniting Admissions & Advising to Foster First-Year Student Belonging

Presented by:

Dr. Pamela Marcenaro, Associate Vice President – Enrollment Management

**NJCCC Opportunity Summit 2026
Thursday, June 11, 2026**



Today's Session

- Onboarding & advising activity
- Research: Advising & belonging
- CCM profile
- Background & need
- Evolution – Admissions, TASC & Records & Registration
- Outcomes
- Strategy – How we did it & continue to do it
- Looking ahead
- Q&A





Call it out:

Onboarding/Advising Scenarios

“FAIL!” or “WIN!”

Advising & Belonging

STUDENT BELONGING RESEARCH



Advising is core to belonging and student persistence

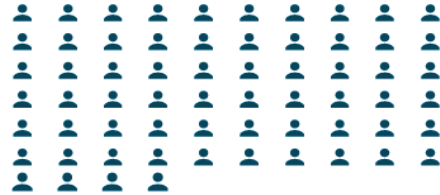
- Advising must address the whole student as it integrates academic, social, and personal support – Strengthens their sense of belonging and transition success (Fox, J. R., & Martin, H. E. (Eds.), 2017).
- Student connections, communication with faculty and staff promotes self-confidence. Having these connections and learning about campus offerings and resources contribute to their academic and social adaptation from first to second semester (Marcenaro, 2018).
- Academic advising best practices build rapport and establish relationships, create plans and goals, connect, and prepare for careers (Braun, 2024).
- Colleges must implement complementary practices that align to change how students enroll, enter programs & make progress towards achieving their goals. Strategies: Improve recruitment, program of study exploration, and case-managed advising (Jenkins, D., Lahr, H., Fink, J., Klempin, S. C., & Fay, M. P., 2025).

Fall 2025 CCM Student Profile

All Students

6,356

students are enrolled at CCM for the Fall 2025 term.



are Full-Time.



Full time students are those registered for 12 credits or more.

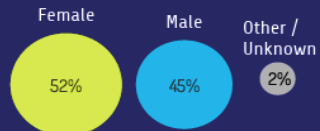


are 25 or older.



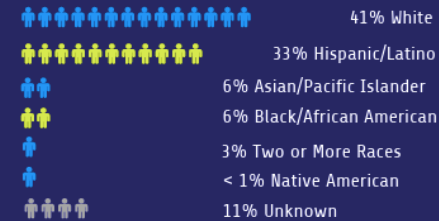
61% are 21 or under.
15% are 22 to 24 years old.

On average, Part-Time students registered for 7 credits while Full-Time registered for 14 credits.

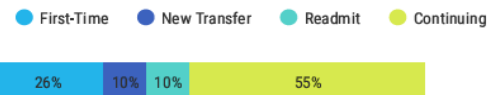


More students identify as female than male.

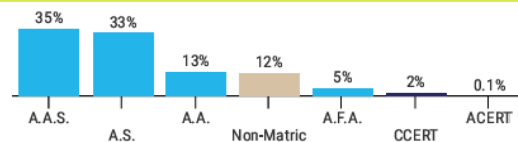
38% of students identify as Hispanic or African American.



The majority are continuing students.

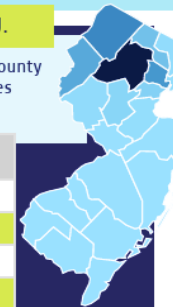


Most students are seeking an Associate Degree.



Most live in northern NJ.

79% (5,035) from Morris County
20% from other NJ counties
<1% from out of state



Top 5 Majors

Nursing A.A.S.	15%
Business Administration A.S.	12%
Humanities/Social Science A.A.S.	9%
Radiography A.A.S.	8%
Biology A.S.	4%
Total	48%

Background & Need



2022
DIVISIONAL
RESTRUCTURE
AND CHANGE



- Declining enrollment and stagnant retention – Still recovering from COVID
- Division restructure - *Student Development & Enrollment Management* to *Marketing, PR & Enrollment Management*
- **New leadership and teams** – Admissions, Records & Registration, The Academic Success Center (TASC – 1st Year Advising), Dual Enrollment, Veterans, and Marketing & Public Relations:

VP – Marketing, PR & Enrollment Management
Associate VP – Enrollment Management
Directors, Associate Directors & Coordinators

- **Identified gaps & needs** - Communication, applicant processing, and segmented advising
- Recognized need for integrated student-centered onboarding

Evolution – Admissions, TASC & Records & Registration



Admissions

- Simplified communication – Email, text & materials
- Increased student follow-ups – Scheduled reminders
- From processing to building connections
- Designated points of contacts
- Increased enrollment event opportunities



Records & Registration

- Streamline processes – Residency, re-enrollment, dual enrollment, non-matriculated & others
- Designated points of contact
- Participant in enrollment events – On the spot support



TASC

- Revamped new student advising & registration (NSAR) process & communication to students
- Student Success Specialist access – Groups, walk-ins, appointments, in-person, virtual, days & evenings
- Increased student follow-ups & check-ins
- Designated points of contact

Three departments, one coordinated student experience
Marketing & PR consistent support across all areas

Evolution – Admissions, TASC & Records & Registration



Communication Samples – Email Admissions

From: CCM Admissions
Sent: Thursday, February 5, 2026 8:46 AM
To:
Subject: CCM Advising and Registration

Student ID#

Dear ,

Clearer subject lines
Action driven message

You have submitted all the necessary documentation for admission to County College of Morris and are now able to take the next steps toward course planning and registration for the upcoming term.

PLEASE READ CAREFULLY THROUGH THIS EMAIL, as it provides information to help you prepare for New Student Advisement and Registration (NSAR).

Below, are your CCM log-in credentials to access campus technology: **Titans Direct** - to plan, register and pay for your classes, **Blackboard** - CCM's online learning management system and **CCM student email** – to begin communicating with the college community.

YOUR LOG-IN CREDENTIALS:

Username: [sample.student](#)
Password: ccm111111
Student Email: sample.student@student.ccm.edu

NEXT STEPS:

1. Set up and monitor your CCM student email daily; click [here](#) to start connecting to your CCM email. For [Student Email FAQ's click here](#). All communication from this point forward will be sent to your CCM student email.
2. Look for a follow-up email from The Academic Success Center (TASC) regarding next steps for New Student Advisement and Registration (NSAR). Here, you will have the opportunity to plan and register for your upcoming semester.
3. In preparation for NSAR, complete the [The New Student Registration To-Do List](#)

We look forward to you becoming a part of our community!

Sincerely,

Office of Admissions

Evolution – Admissions, TASC & Records & Registration

CCM

Communication Samples – Email TASC



FALL '25 REGISTRATION HAS BEGUN. GET ADVISED & REGISTER FOR CLASSES NOW!

Dear ,

This is a follow-up to a recent email from CCM's Admissions office regarding the next steps for *New Student Advisement and Registration (NSAR)*. You may now register for Fall!

As a new student seeking a degree or certificate, you have been assigned to a Student Success Specialist (SSS) from The Academic Success Center (TASC) who can provide registration advice, academic guidance, and support during your first year at CCM.

NEXT STEPS:

1. **Complete** the [New Student Registration To-Do List](#) to prepare for your advising/registration session ahead of time.
2. **Attend** one advising & registration session for *Business, Math, Engineering & Technologies Majors* **offered virtually every Tuesday at 2:45 pm**. If you are unavailable to attend this day, you can attend another session at the same time - same link - Mon., Wed., or Thurs.

[CLICK HERE](#) to access session on Tuesdays or copy and paste this to your browser (computer devices preferred) <https://ccm-edu.zoom.us/my/ccmtasc>

"Can't make the day session? Special evening virtual advising & registration session on Thurs., 7/17 @ 5:15 pm - SAME AS ABOVE [LINK](#) "

3. **After you have attended the virtual session**, you can reach out to your SSS to schedule a follow-up meeting, if needed. **Your Student Success Specialist is** .
4. **If you have a scheduling conflict or have questions**, contact TASC@ccm.edu or call 973 328-5530 to schedule an appointment.

Need assistance? Contact tasc@ccm.edu or call (973) 328-5530. Our office hours are Mon. & Th. 8:30 am - 6:30 pm, Tue., Wed. & Fri. 8:30 am - 4:00 pm, Cohen Hall 203 - Summer Hours.

Other valuable information:

Paying for College - Students should complete the [Free Application for Federal Student Aid \(FAFSA\)](#) for financial aid consideration. If you completed the FAFSA already, check your Titans Direct account, for financial aid updates. If you need assistance, email FINAID@ccm.edu.

If you have decided not to attend CCM or need to defer your application, please email me at jpmarcenaro@ccm.edu .

Regards,

Dr. Pamela Marcenaro
Associate Vice President - Enrollment Management

Direct instructions
Connect student

Evolution – Admissions, TASC & Records & Registration



Text Messages – Via Mongoose

- **Incomplete Application**

Hi Student It's Donna from CCM!

Classes begin next week and there is still to complete the application process. Contact me about your Next Steps and let's get you registered for Spring!

- **Admitted Not Registered**

Hi Student It's Ryan from CCM!

Classes begin next week! Register yourself online or join us for Walk in Advising and Registration today through next Friday. Text me if I can help you connect with your Student Support Specialist.

Evolution – Admissions, TASC & Records & Registration

Sample enrollment and advising activities to engage with students



APPLY & REGISTER ALL IN 1 DAY

ACCELERATED ADMISSION & REGISTRATION DAYS

Date: January 15, 2026
Time: Noon to 5 p.m.
Where: Admissions Office,
Student Community Center

**WALK IN!
NO APPOINTMENT
NEEDED**

COUNTY COLLEGE OF MORRIS



ALREADY ADMITTED? NOT REGISTERED? NO WORRIES!

**NEW STUDENT WALK-IN
ADVISING & REGISTRATION**

Monday through Thursday
10 a.m. — 4 p.m.
LRC 121
Now through August 26!

Questions?
973-328-5530

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FALL SEMESTER 2025

EXTENDED OFFICE HOURS

EXTRA SUPPORT TO START THE SEMESTER!

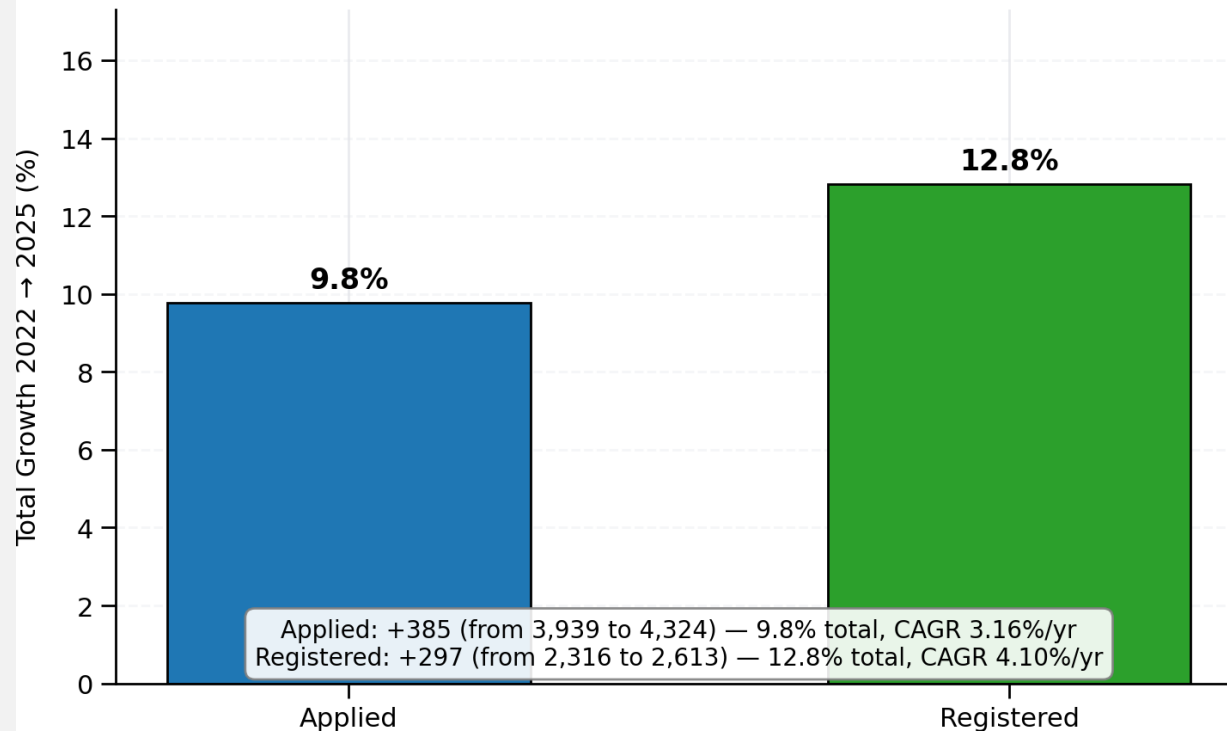
- ✓ ACCESSIBILITY
- ✓ ADMISSIONS
- ✓ BOOKSTORE
- ✓ BURSAR
- ✓ CAMPUS LIFE
- ✓ FINANCIAL AID
- ✓ RECORDS & REG
- ✓ STUDENT WELLBEING
- ✓ TASC
- ✓ TESTING CENTER
- ✓ TUTORING CENTER

Offices are OPEN from 8:30 a.m. to 6:30 p.m.
Tuesday-Thursday: September 2-4

ccm

Applied vs. Registered: Fall 2022–2025 Growth Summary

Total Growth from Fall 2022 to Fall 2025



Yield Rate CCM Admissions – Application to Registration

- Yield rate moved from 59% (2022) to 61% (2025)

Retention – Yearly – CCM SAP Cloud

First-Time Full-Time (FTFT):

- **FA23 – 73.6% / FA24 – 75.9% / FA25 – 76.2%**

All Students (F/T & P/T):

- **FA23 – 64.2% / FA24 – 66.2% / FA25 – 66.2%**

Outcomes – Since 2022



Other Highlights:

- Increased attendance Admissions events – Accelerated days & information sessions
- TASC first-year student advising roster growth from **1500 to 2139 as of Fall 2025 – 43% increase**
- Growth in non-matriculated students Summer 2022 – Summer 2025 - **Increased applicants 33% & registrations 47%**



Strategy – How We Did It



- Developed a culture of care and support – For one another and our students
- Leveraged talent, resources, and ideas
- Remain nimble – Shift and adjust as necessary
- We are human and make mistakes – Accept, address, and move forward with a solution plan
- Stop and celebrate – **We work hard and have come a long way and still going!**

In the end...it is about people and relationships



Challenges:

- Enrollment shifts
- Changes in student population at CCM
- Keeping message relevant
- Staffing and resource limitations
- Meeting student needs – Financial, personal, and career
- Course offering availability - Schedule
- Transition from first-year to second-year

Opportunities:

- Growth in student populations – Adult, virtual, veteran, dual enrollment, & re-enrolled
- Program & course offerings – Align with well-paying career paths
- Leveraging technology – AI tools
- Collaboration across campus – Share resources



Questions? Thank You!

Contact:

Dr. Pamela Marcenaro

Associate VP – Enrollment Management

jpmarcenaro@ccm.edu

973-328-5174



Jenkins, D., Lahr, H., Fink, J., Klempin, S. C., & Fay, M. P. (2025). *More essential than ever: Community college pathways to educational and career success*. Harvard Education Press.

Fox, J. R., & Martin, H. E. (Eds.). (2017). *Academic advising and the first college year*. National Resource Center for The First-Year Experience and Students in Transition.

Braun, E. B. (2024, September 1). *Academic advising best practices: A busy advisor's cheat sheet*. NACADA: The Global Community for Academic Advising. <https://nacada.ksu.edu/Resources/Academic-Advising-Today/View-Articles/Academic-Advising-Best-Practices-A-Busy-Advisors-Cheat-Sheet.aspx>

Marcenaro, J. P. (2018). *Academic and social adaptation through a college success course: A case study of second semester students at a suburban community college in northern New Jersey* (Doctoral dissertation, Rowan University). Rowan Digital Works. <https://rdw.rowan.edu/etd/2536/>