



Project Overview Statement

Executive Summary

Project Title: Enhance Prospecting & Follow up System
Project Leader: Janice Stubbs
Department: Student Affairs
Executive Sponsor: Angelia Millender
Project ID: 128 **Last Updated:** August 12, 2008
Mandated: Federal State Accreditation **Date Required:**
 Other

PROJECT BUSINESS CASE

Project Overview
<p>The purpose of this strategy is to enhance our existing efforts with cohort tracking and longitudinal studies by designing a state-of-the-art comprehensive tracking system that will monitor student progress throughout his/her college experience and into their professional lives. We will be looking at three basic stages of monitoring: 1-Pre-Active, 2-Active Experience and 3-Post-Active. This project deals with the pre-active stage and is primarily focused on inquiry and entry, high school readiness, basic marketing awareness and our ability to convert prospective students into paid enrollments.</p>
Business Goals
<ol style="list-style-type: none"> 1. Produce evidence that our strategic initiatives are making a positive difference in student marketing. 2. Make use of external sources to increase our prospect follow-ups. 3. Develop user-friendly applications to analyze, review & provide a mechanism for continuous change 4. Automate data collection methods that are manual, campus-specific or non-existent today 5. Define success interventions and follow-up event triggers for success coach tracking
Success Factors
<p>Overall Success Factors:</p> <ol style="list-style-type: none"> 1. Resources are available to fulfill competency center roles & conduct call campaigns 2. College-wide consistency in how we collect data for tracking purposes 3. Participation and coordination from external partners (K-12, SUS, SAS, Workforce Development). 4. Integration of data from NCS to show where our prospects and applicants go when they do not attend here.

Criteria Ranking	Supporting Information	Score* (5=High 1=Low)
Significantly improves student success	
Improves customer service or transforms a business practice (increase productivity/time saving)	



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Aligns with college-wide strategic initiative
Meets state, federal, accrediting or other mandate (identify mandate)
Affects a large number of stakeholders (define stakeholders: students, business, employees...)
Supporting information for "Date Required"
Financial Impact (saves money, earns money,
Increases enrollment/retention (reduces attrition)
Impact if not accomplished
Quick Win (accomplish in short time frame)
Overlap with another project
Consortium project

* Criteria scores will filled in by Technology Advisory Committee