KD1 Enrollment Management Plan & Philosophy

Lewis and Clark Community College | 2026-2029

Common themes

Enrollment Growth & Pipeline Management	Marketing, Messaging & Regional Visibility	Adult Learner & Workforce Access Strategy
Student Success, Retention & Completion Supports	Data, Measurement & Continuous Improvement	Governance, Resourcing & Execution Cadence

The KD1 Enrollment Management Plan for Academic Year 2026-2029 supports Lewis and Clark Community College's goals to grow and retain enrollment by increasing billable credit hours and improving student persistence. Through targeted marketing, recruiting, and community outreach—and informed by data and campus-wide input—this plan outlines strategies, responsibilities to attract, enroll, and graduate a thriving student community.

1. Enrollment Goals (AY 2025–2026)

- Goal 1: Increase fiscal year billable credit hours by 2% year over year.
- Goal 2: Increase full-time student retention by 2% each academic year.

2. Key Performance Indicators (KPIs) and Data Tracking

KD1 will track progress using a small set of shared metrics reported consistently by fiscal year (FY: July 1–June 30) and academic year (AY) where applicable.

Baseline Goal and Note on Billable Credit Hours.

Billable Credit Hours Total for Fiscal Year 2023 = 54,106
Billable Credit Hours Total for Fiscal Year 2024 = 57,399
Billable Credit Hours Total for Fiscal Year 2025 = 58,157
Billable Credit Hours Total for Fiscal Year 2026 = *53,397
Billable Credit Hours Goal for Fiscal Year 2027 = 60,506

To ensure consistency, all billable credit hours are tracked by fiscal year (July 1–June 30), prioritizing tuition revenue and aligned with the college's financial statements.

Full-time student retention rate for Academic Year 2024 = 68%

Full-time student retention rate for Academic Year 2025 = 70%
Full-time student retention rate for Academic Year 2026 = 67%
Full-time student retention rate goal for Academic Year 2027 = 70%

3. Why These Metrics Matter

- Data driven decision making and consistent measurement
- Inclusive and collaborative team engagement
- Fiscal sustainability and student outcomes

4. Key Strategies and Initiatives

4.1 Establish an undeniable presence in the local college district

Objective: Create a coordinated strategy to strength Lewis and Clark Community College's visibility, relevance, and competitive presence across the district and surrounding region.

- Digital presence
- Boots on the ground
- Consistent content creation

4.2 Blaze the trail, cross the finish

Objective: Reimagine dual credit and concurrent enrollment so that more students not just earn credit, ultimately choose Lewis and Clark after high school completion.

- Increase dual credit course offerings
- Get students to the finish line at LC through increased concurrent enrollment

4.3 Increase the connection with students

Objective: Improve student belonging, engagement, campus life, and connection, especially for students not connected through athletics or established student groups.

- Create mentorship program
- Utilize existing platforms for improved student communication
- Create exploratory committee for future Homecoming festival

5. Operational Framework (Governance and Communication)

5.1 KD1 Communication Cadence

- Monthly meetings with the entire KD1 Team
- Biweekly meetings with KD1 Core Champion Team
- Monthly updates and check-ins with KD1 Champions and Sponsor
- Bi-weekly Enrollment Flash reports
- Quarterly meetings with KD Leadership Teams

5.2 Roles and Accountability

Cody Zippman (champion goal #1)

Kimberly Hausmann (champion goal #2)

Tim Bell (champion goal # 3 & #4)