

Restructure for Results

Presented by
Megen Strubberg, Director Early College & Admissions

Construction Timeline

2019 - New Early College Position Created

2020 - VP and Admissions Director depart,
and... COVID!

Big Structural Issues

Confusing parallel communication

Outdated, ineffective processes

Scarce use of technology

Disconnected from related Rolla Staff

2021 - Early College & Admissions Dept. is born!



Redesign

- Job duties, titles, and new staff
- Recruitment territories - 8 schools or less for each team member
- One school rep for ALL things - admissions, recruitment, dual credit
- Applications are now imported into Colleague (just since October 2021)
- Inquiry Form and process updated
- Focus on text communication through Aviso
- Standardized communication and documentation
- Biweekly touchpoint with Rolla Team
- Union's Tracker moving to Daily Reports
- Application update to reflect pathways
- Process and website updates
- Credential Review of DC faculty
- Creation of Dual Credit Handbook
- Early College Academy... all the things
- And more!

Results

Before

- 50-90 pending applications and three weeks behind
- 30 or less pending applications considered a "good day"
- About 50 pending emails to answer always, weeks behind on some
- 600 plus applicants on tracker
- Students have to reach out for status updates
- Staff email each time a high school transcript is received

After

- Applications imported daily
- Response time to emails - within 24 hours
- Students will soon be able to access self-service to check status
- Moving old tracker info into Colleague = daily reports

Vision

Proactively serve prospective students and applicants.

Embrace data for insight and continuous improvement.

Implement technology whenever possible.

Develop targeted marketing plans.

Engage faculty in recruitment and onboarding process.



EAST CENTRAL COLLEGE

Carlson H.
Bushman Hall

Thank you!

Megen.Strubberg@eastcentral.edu

636-584-6723