1: PROJECT SUMMARY

A: Hobson’s Connect implementation will serve the entire SCTCC campus. It is a CRM (customer relationship management) tool that will allow the college to more effectively communicate with prospective students. The software will allow us to customize messages to students and in theory, convert a larger percentage of students from prospective to enrolled status. We will be able to craft messages from the department, program, division, and office. It will improve our ability to track prospective students in the enrollment cycle and through a variety of reports, and contact them at critical points to increase our yield. It will be an improvement over the current, labor intensive system and will increase our efficiency and productivity.

2: PROJECT RATIONALE

A: SCTCC was having difficulty in maximizing the efficiencies of the tool available through ISRS (Communications Module). That “home grown” system does not allow for easy communication to prospective students. Many colleges in the MnSCU system have encountered the same difficulties. Funding had previously been a concern, at this point in time the college determined it had to find the resources to make a change in communications with students. Strategically, the college must increase enrollment to maintain the operating budget. With the current tuition freeze for MnSCU colleges, it is essential to convert as many students as possible from the prospective to enrolled status. It is anticipated to take 6 months to fully implement Hobson’s Connect.

3: PROJECT GOALS AND DELIVERABLES

A: Milestones, Due Date, Assessment
Prospective data in Connect, April 2015, Increase conversion rate of applicant students with improved communication
Applicant students in Connect and VIP Pages, July 2015, Increased conversion rate to admitted students
Other data in Connect such as financial aid, July 2015, Increased numbers of students financially prepared for college, to include tuition, fees, and having books for the first day of class
Improve Enrollment, Fy16, 1% increase in college enrollment

4: INSTITUTIONAL INVOLVEMENT

A: A large cross section of individuals from across the campus will be required to implement Hobson’s Connect. The current team involves individuals from Admissions, IT, Registration and Administration. They will be involved from the inception to completion of the project. Various other stakeholders will be pulled into the project as needed. For example, faculty will be consulted, by program, when we begin to build individual program pages. Additional titles of participants include: Vice President of Student Affairs, Admissions Director, Assistant Director of Admissions, Recruitment and Retention Specialist, Registrar, Director of IT, Computer Specialists, Marketing Technician, Enrollment Technician, Advising Center Director and Administrative Support Specialist.

5: PROJECT CONTROL

A: The core team will meet weekly in a “pre” meeting to discuss what action items must be completed prior to a larger meeting with all participants and a representative from Hobson’s. Each week, we have tasks that must be completed to move the project forward. If those tasks are not met, progress will not be made toward implementation. SCTCC is taking its direction from the
vendor (Hobson's) on when, how and why the tasks must be completed. The measures will be evaluated as follows:  
Measure 1: Student will receive communication on a more timely manner and it will be tied to their program. This will happen by April 2015  
Measure 2: 1% increase in enrollment in FY 16 (new enrollment, even as we are predicting a 2% decrease).

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<th>ANTICIPATED CHALLENGES TO PROJECT SUCCESS</th>
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<td>A:</td>
<td>Challenges may occur if we are not able to complete the tasks as assigned due to our limited knowledge of the product. Training and resources from the vendor will be instrumental in the successful completion of the project. We will continue to learn and grow with the product and process as we become more confident in our abilities.</td>
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<td>A:</td>
<td>This project is vital to the college’s enrollment management plan.</td>
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