UNIVERSITY OF
SOUTH CAROLINA
PALMETTO COLLEGE

Implementation Team Meeting
February 18, 2016
10:00am – 11:00pm
Conference Call: 1-800-753-1965   Access code: 7777697
Adobe Connect: https://breeze.sc.edu/pcimpteam/

10:00 – 10:10am   Welcome and Opening Comments
                    Chancellor Elkins

10:10 – 10:30am   Enrollment & Financial Aid Updates
                    Dr. Tabatha McAllister

                    Spring II Enrollment Updates
                    Program Chairs

                    eLearning Updates
                    Dr. Sher Downing

                    Innovation Updates
                    Dr. Alice Taylor-Colbert

10:30 – 10:50am   Functional Area/Sub-Committee Reports
    1. Marketing and Communications/Admissions -   Chair: Jay Darby
    2. Bursar/Business Office/Budget/Registration/Financial Aid - Chair: Kevin Russell
    3. Advancement/Fund Raising - Chair: Chris DeWolf
    4. Advising/ Program Contacts/Faculty - Chair: Chris Nesmith
    5. Regulatory Organizations/Institutional Research/General Counsel - Chair: Kris Finnigan
    6. Information Technology Support - Chair: Randy Rollings   Recorder: Bob Dyer
    7. Student Services/Library/Disability - Chair: David Hunter
    8. Academic Affairs – Sr. Campus AA's/Regional Campus AA's - Chair: Gordon Haist
    9. Palmetto College Advisory Council – Chancellors, Regional Campus Deans - Chair: Ann Carmichael

10:50 – 11 am   Reminders:
                    • Innovation Grant deadline – March 15th

11:00 am   Adjourn

Next Meeting: March 25, 2016 – Conference Call

Palmetto College Degree Completion
Enrollment Spring 2016

Spring 2016

Program	Inquired*	Applied	Admitted	Enrolled**	Total Enrollment ***	Spring 2015 Enrollment ****
Business Administration	118	45	22	16	118	88
Criminal Justice	39	30	16	10	77	70
Elementary Education	15	0	0	0	40	25
Human Services	53	28	14	8	59	49
Liberal Studies	28	57	34	22	204	205
Organizational Leadership	40	44	28	14	118	130
RN to BSN	16	28	18	15	122	138
Total	309	232	129	85	738	705

*Inquiries as reported for Spring 2016 (and Spring II 2016) term for program listed.

**New admits enrolled

*** Data reflected on February 16, 2016

****Data reflects final spring 2015 enrollment

Notes: Data complied from multiple sources

Spring II 2016*

Program	Inquired	Applied	Admitted	Enrolled
Business Administration	0	0	0	0
Criminal Justice	0	0	0	0
Elementary Education	0	0	0	0
Human Services	0	0	0	0
Liberal Studies	10	12	2	0
Organizational Leadership	16	6	1	0
RN to BSN	0	0	0	0
Total	26	18	3	0

* Manual report since a Spring II application is not separated from Spring.
Notes: Data complied from multiple sources

Palmetto College Information Center Report
2/16/2016

Data Tables-Degrees Programs

2016

Degree Program	January	February	March	April	May	June	July	August	September	October	November	December	Cumulative Lead Volume
Business Administration	51	13											64
Criminal Justice	19	7											26
Elem Education	19	12											31
Human Services	22	5											27
Liberal Studies	8	5											13
Org Leadership	10	7											17
RN to BSN	17	12											29
Not Specified	2	3											5
TOTAL	**148**	**64**											**212**

Data Tables-Source Campaigns

2016

Source Campaign	January	February	March	April	May	June	July	August	September	October	November	December	Cumulative Source Campaign Volume
Coworker	5	4											9
Email	1	2											3
Employer	2	4											6
Family/Friend	24	8											32
Information Session	1	0											1
Magazine/Newspaper	1	1											2
Online Ad	4	3											7
Online	56	18											74
PC Recruiter	28	16											44
Professional Org	2	0											2
Radio/TV Ads	3	3											6
Not Specified	6	3											9
Other	15	2											17
TOTAL	**148**	**64**											**212**

CRM Definitions

- Inquiries are collected through the Palmetto College website, call center, chat or events.

- Converted Leads are those inquiries who self reported transfer credits and GPA and were pre-qualified by PC Information Staff.

Inquiry Information

February 1-16, 2016

Degree Program	Inquiries	Converted Leads
Business Administration	13	7
Criminal Justice	7	2
Elem Education	12	7
Human Services	5	2
Liberal Studies	5	3
Org Leadership	7	3
RN to BSN	12	3
Not Specified	3	0
TOTAL	64	27

| Source Campaign	Inquiries	Converted Leads
Coworker	4	3
Email	2	2
Employer	4	1
Family/Friend	8	4
Information Session	0	0
Magazine/Newspaper	1	1
Online Ad	3	1
Online Search	18	8
PC Recruiter	16	3
Professional Org	0	0
Radio/TV Ad	3	2
Not Specified	3	2
Other	2	0
TOTAL	64	27

Inquiry Information

Since June 1, 2015
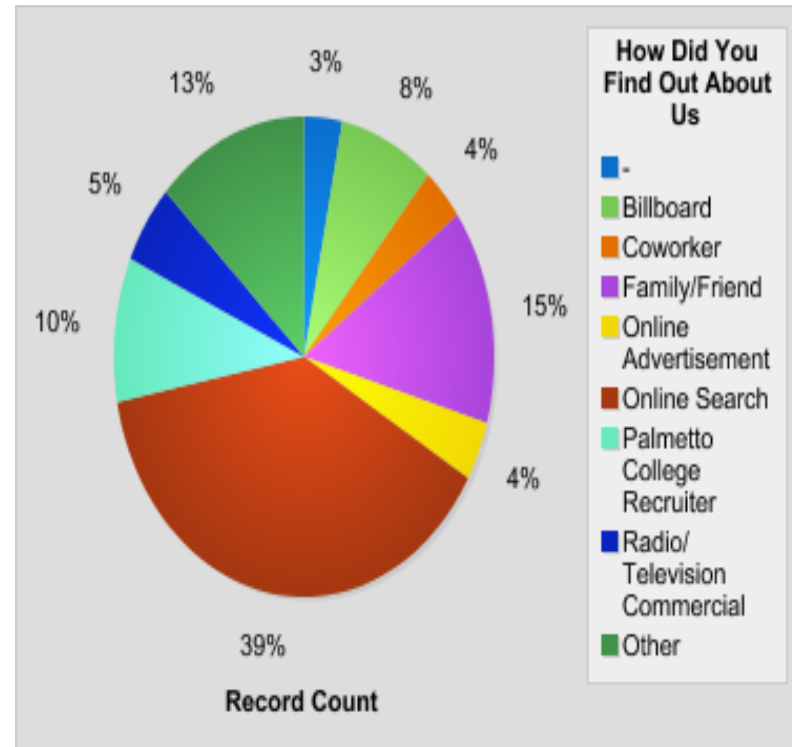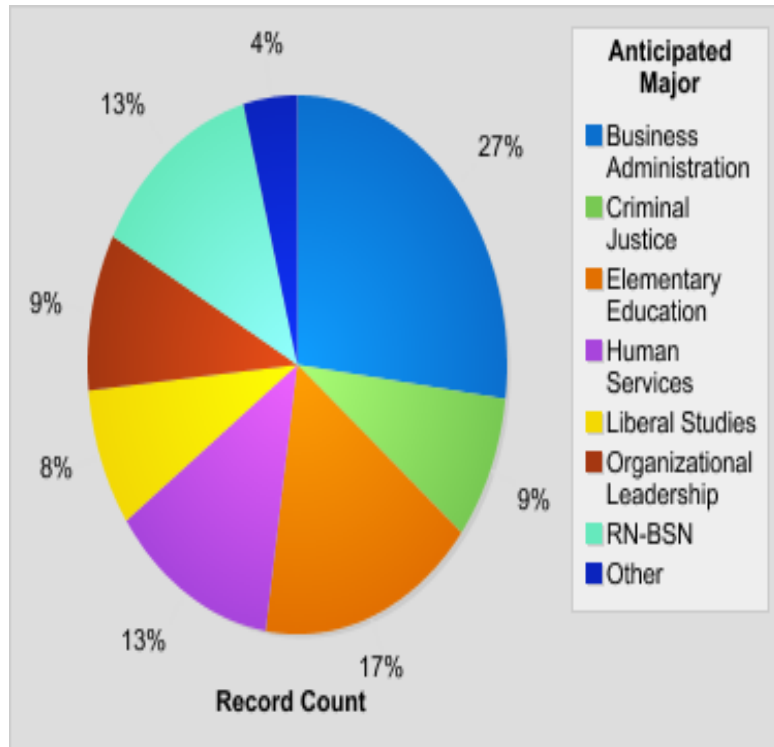
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Inquiry Comparison

1/1/2016-2/16/2016
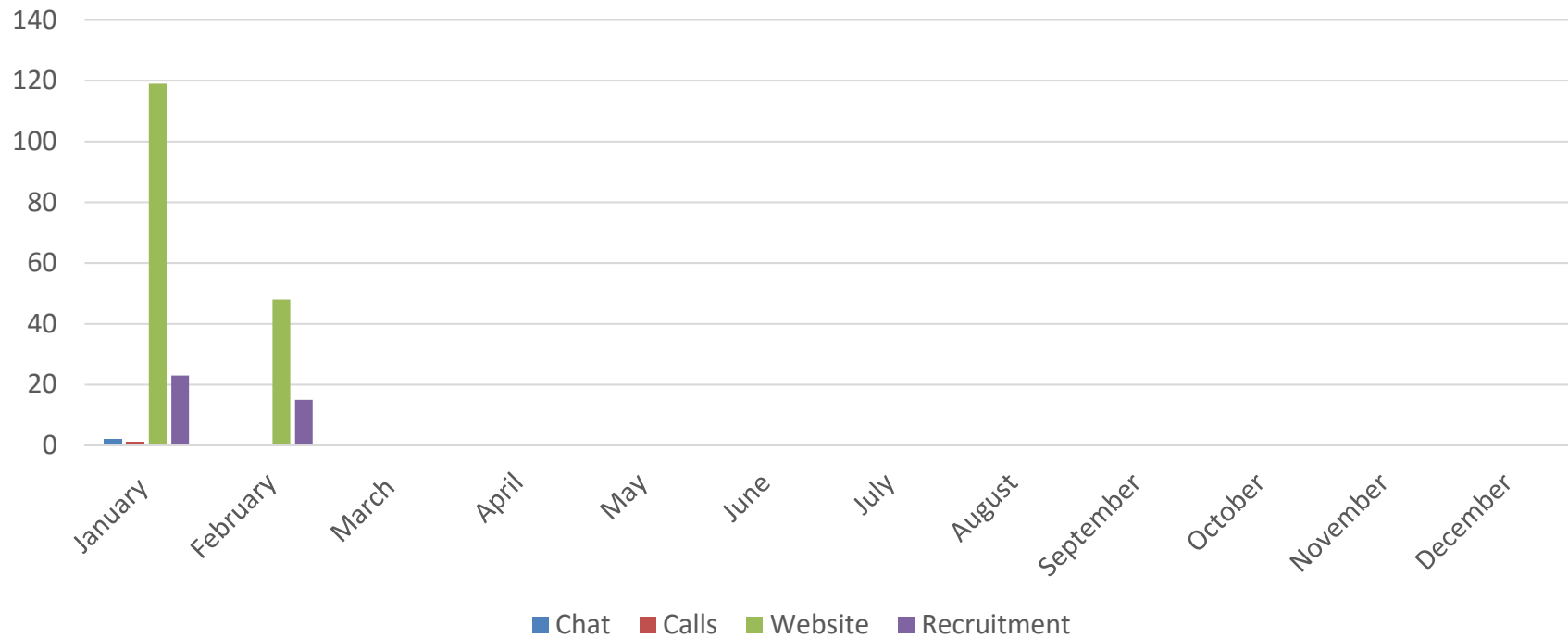
Palmetto College Student Inquiries

2013-Current

	2013	2014			2014	2015	2016	
Academic Partners (AP) *				**Call Center ****				
	3097	979	4073		4112	2959	212	7283

Combined Running Total   11356

* AP services began March 20, 2013 thru March 31, 2014   ** PC Call Center was established March 31, 2014

As **Gamecocks**,
our impact has
No Limits.

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