



Implementation Team Meeting

August 28, 2014

10:00 – 11:00am

Conference Call - Please Call: 1-800-753-1965 Access Code: 7777697

Adobe Connect - <https://breeze.sc.edu/pcimpteam/>

- 10:00 am Welcome and Opening Comments – Chancellor Elkins
- 10:05 am Fall 2014 Enrollment Update – Tabatha McAllister
- 10:25 am Fall II Offerings – Chancellor Elkins
- 10:30 am Functional Area/Sub-Committee Updates
1. Marketing and Communications/Admissions
Chair: Scott Verzyl Recorder: Amanda English
 2. Bursar/Business Office/Budget/Registration/Financial Aid
Chair: Pam Hayes Recorder: Tabatha McAllister
 3. Advancement/Fund Raising
Chair: Chris DeWolf
 4. Advising/ Program Contacts/Faculty
Chair: Chris Nesmith Recorder: Beth White
 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 Services
Chair: David Hunter
 8. Academic Affairs - Senior Campus AA's/Regional Campus AA's
Chair: Chris Plyler Recorder: Jeff Priest
 9. Palmetto College Advisory Council – Chancellors, Regional Campus Deans
Chair: Ann Carmichael Recorder: Walt Collins
- 11:00am Adjourn

Future Meetings: September 19, October 30, November 20 and *No December Meeting*

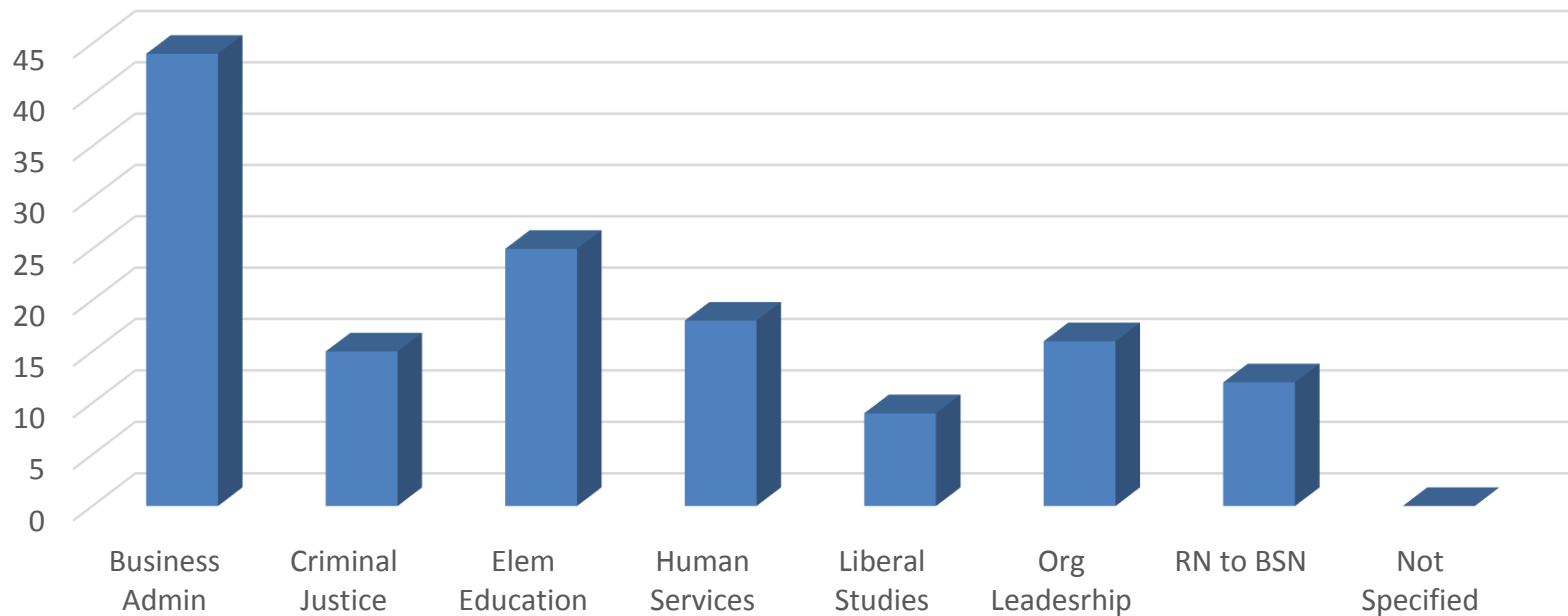


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Palmetto College Call Center Weekly Report
8/18/14-8/23/2014

Lead Volume by Program

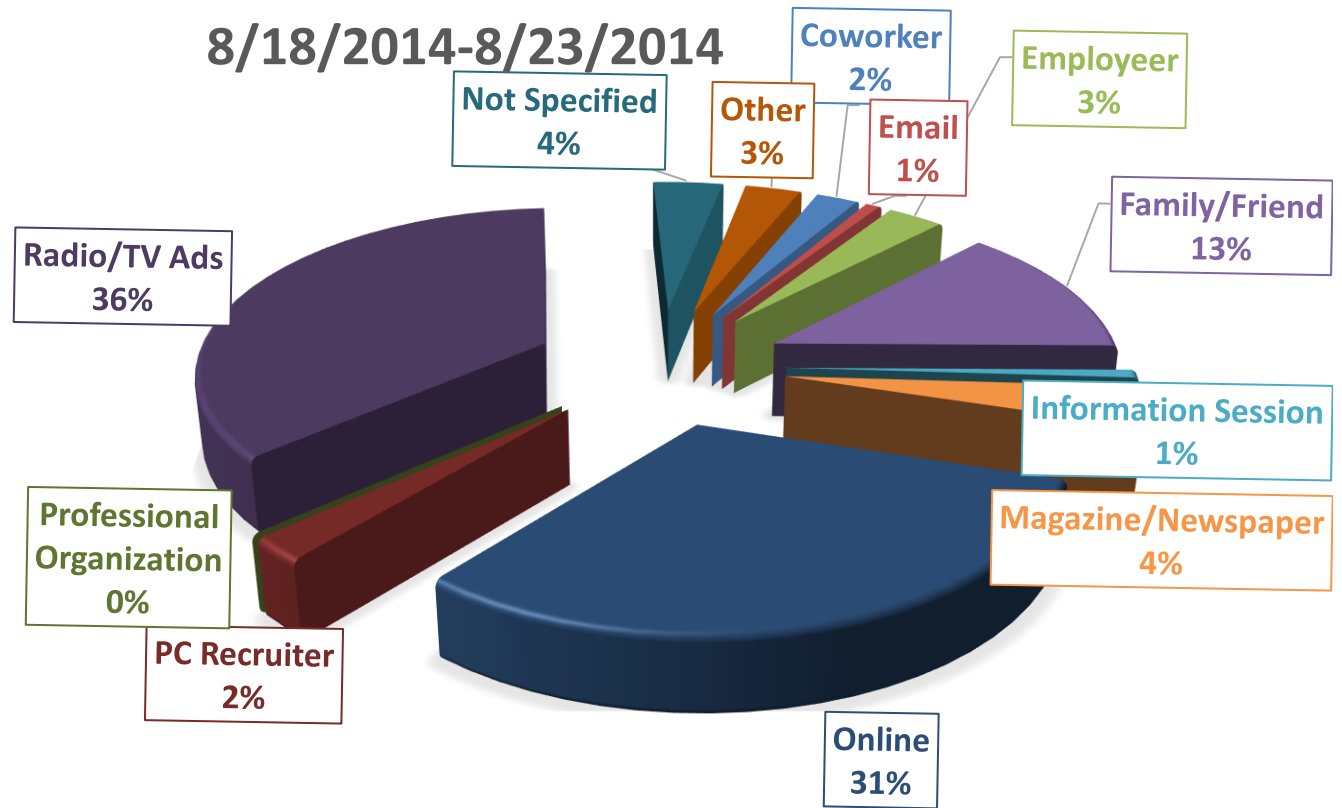
Lead Volume by Program
8/18/2014-8/23/2014



Source Campaign Volume %

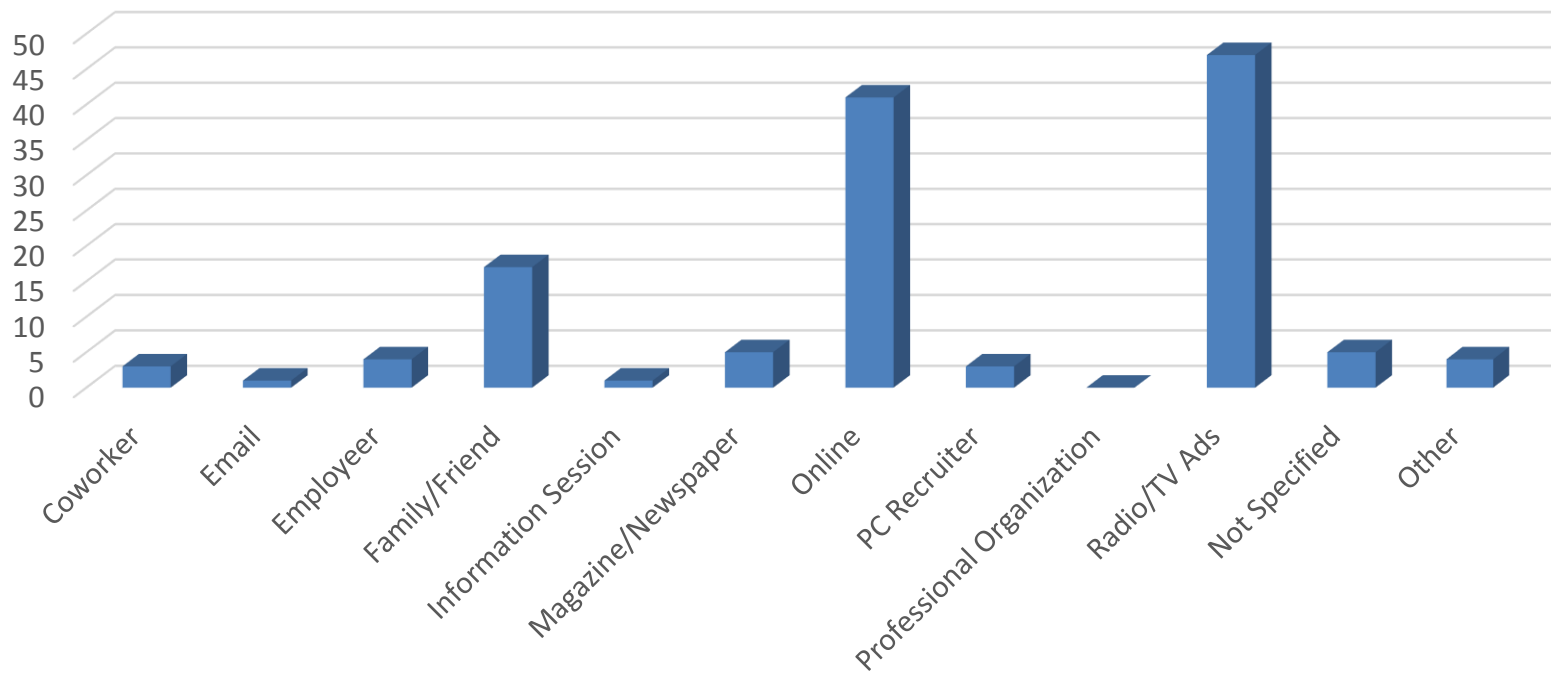
8/18/2014-8/23/2014

- Coworker
- Email
- Employer
- Family/Friend
- Information Session
- Magazine/Newspaper
- Online
- PC Recruiter
- Professional Organization
- Radio/TV Ads
- Not Specified
- Other



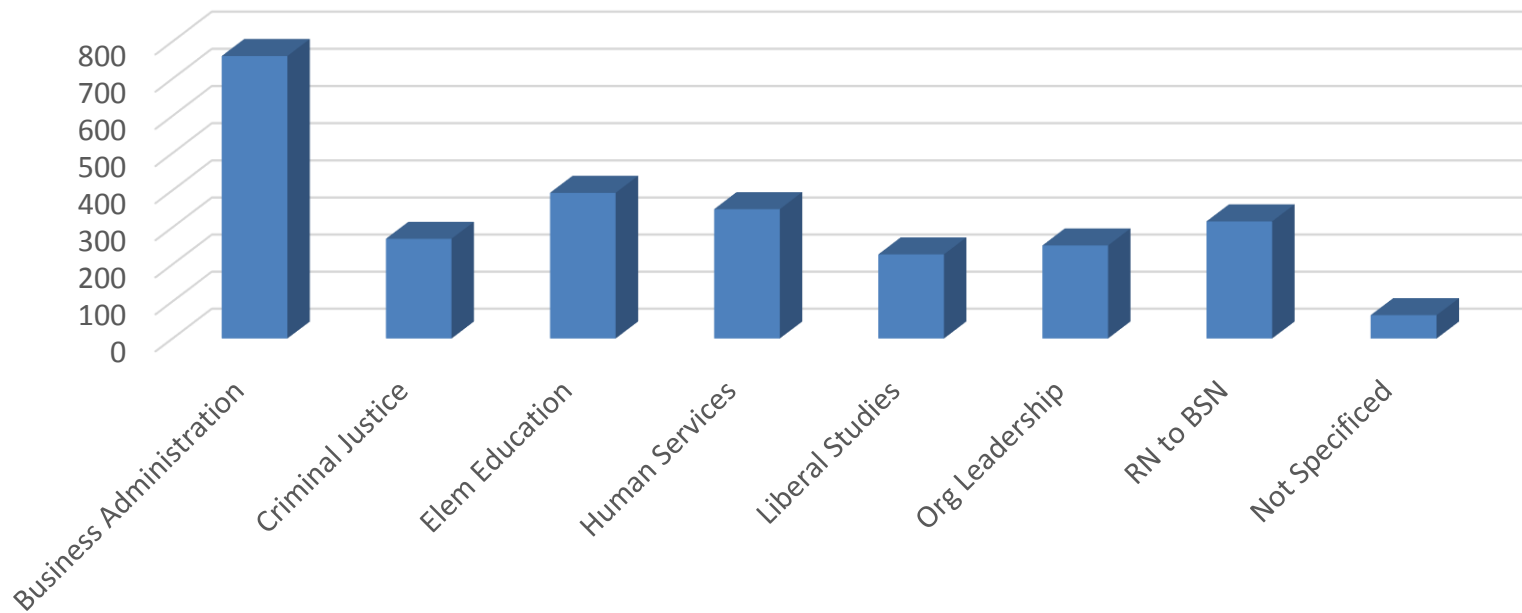
Source Campaign Volume

Total Volume by Source Campaign 8/18/14-8/23/14

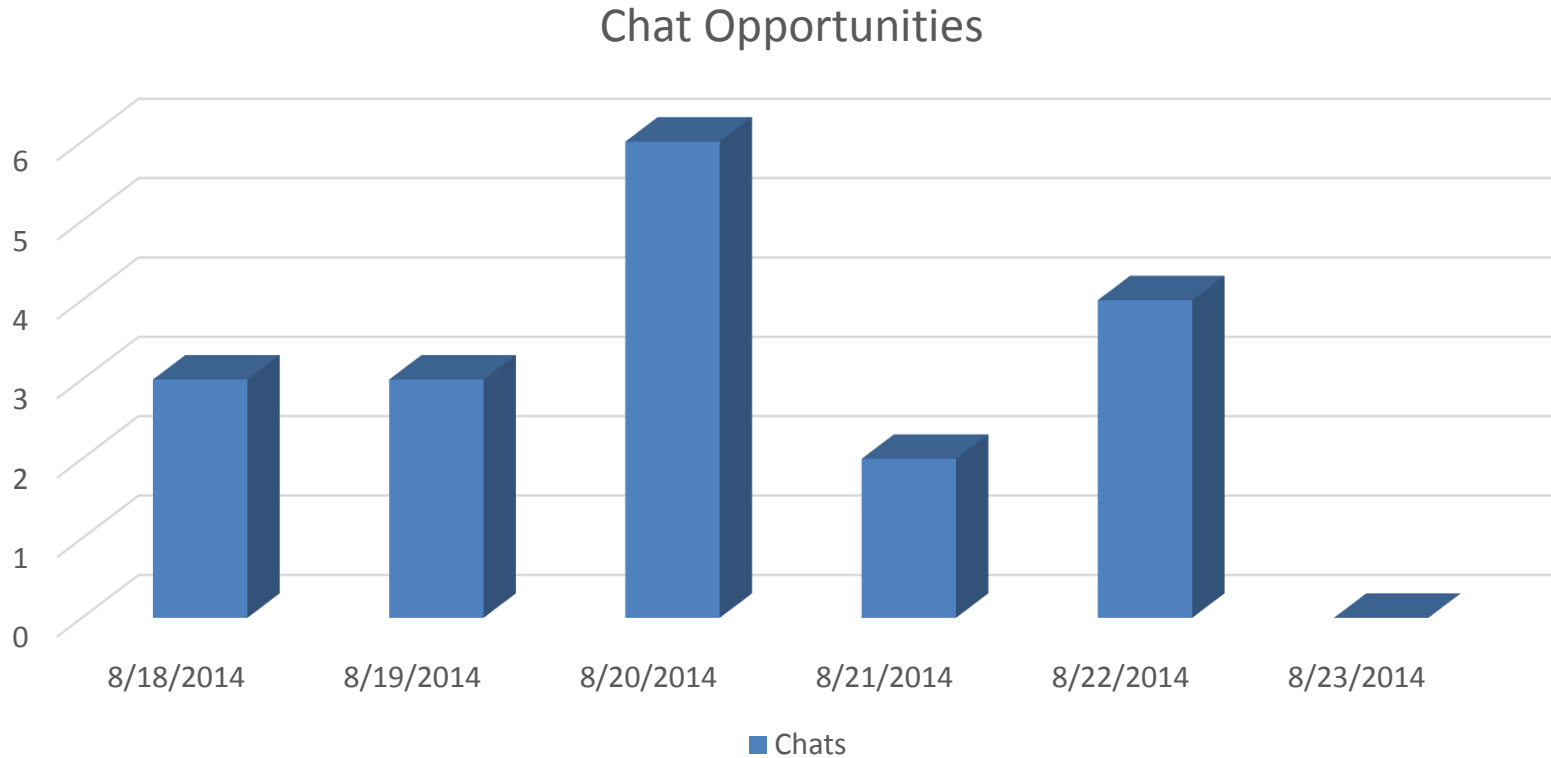


Leads to Date

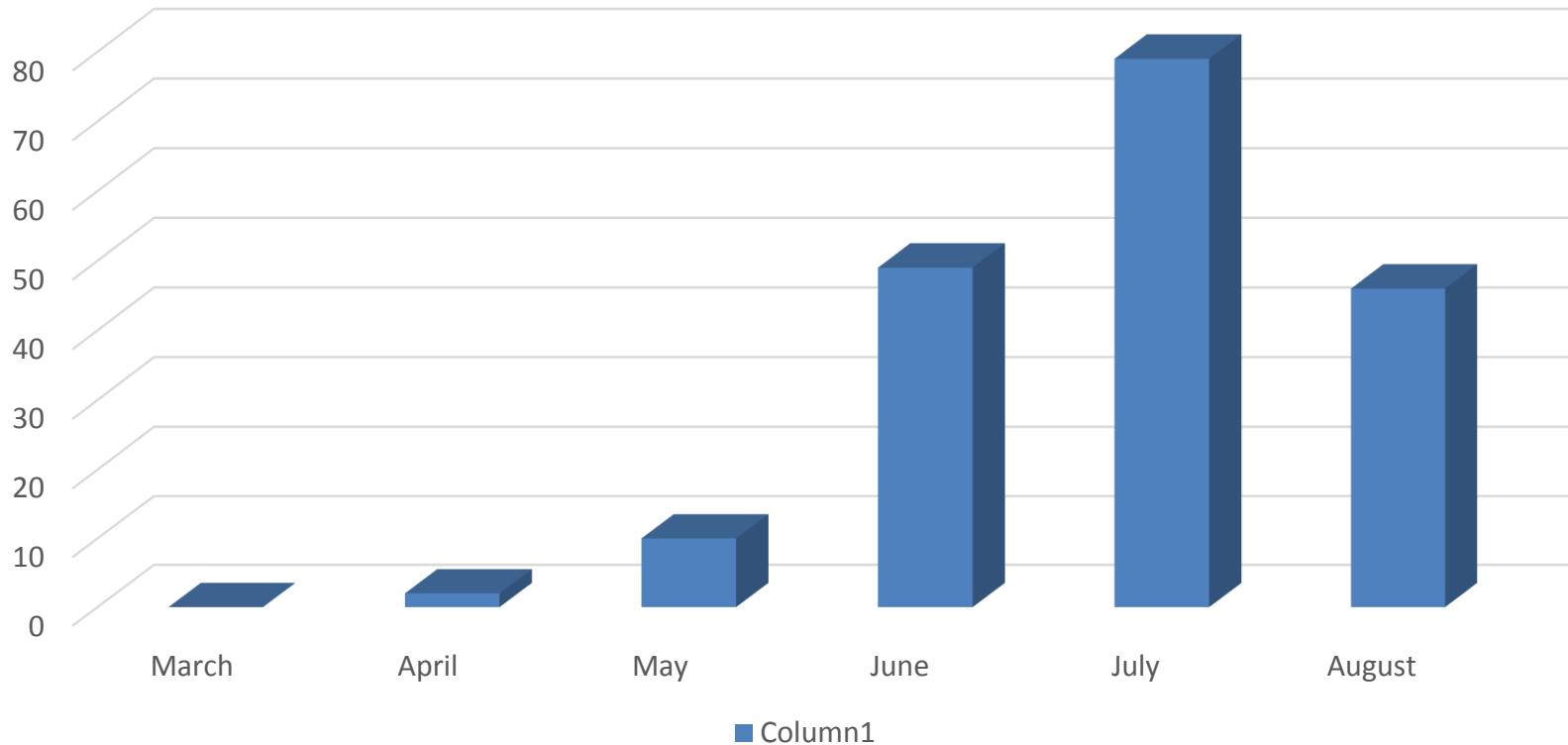
Cumulative Lead Volume
3/31/14-8/23/14



Chat Opportunities: 8/18/14-8/23/14



Chat Comparison Month to Month



Data Tables-Degrees

Degree Program	31-Mar	April	May	June	July	August (8/23/14)	Cumulative Lead Volume
Business Administration	1	144	176	183	130	109	743
Criminal Justice	1	52	51	54	57	48	263
Elem Education	1	57	95	98	71	64	386
Human Services	0	55	108	73	57	45	338
Liberal Studies	1	41	50	55	32	26	205
Org Leadership	1	30	49	63	44	39	226
RN to BSN	0	67	79	78	58	41	323
Multiple	1	11	21	20	n/a	n/a	53
Not Specified	0	6	25	21	11	2	65
TOTAL	6	463	654	645	460	374	2602
Individual Students					435	349	2474



Data Tables-Source

Source Campaign	31-Mar	April	May	June	July	August (8/23/14)	Cumulative Source Campaign Volume
Coworker	0	12	16	21	18	7	74
Email	0	4	3	3	3	4	17
Employer	0	12	4	5	4	7	32
Family/Friend	0	51	70	62	60	51	294
Information Session	0	13	3	5	5	5	31
Magazine/Newspaper	0	67	30	36	27	12	172
Online	1	195	177	164	169	135	841
PC Recruiter	0	0	3	17	5	12	37
Professional Org	1	11	8	6	11	6	43
Radio/TV Ads	0	28	238	254	86	77	683
Multiple	0	19	4	5	n/a	n/a	28
Not Specified	1	40	67	60	37	21	226
Other	3	11	31	7	23	18	93
TOTAL	6	463	654	645	448	355	2571
Individual Students					435	349	2474



Palmetto College

Fall 2014 Enrollment Information



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Palmetto College

Bachelor's Degree Completion Programs

Fall 2014

As of Friday August 22, 2014

<u>Program</u>	<u>Inquired*</u>	<u>Applied</u>	<u>Admitted</u>	<u>Enrolled**</u>
Business Administration BS - Aiken	215	99	47	34
Criminal Justice BS - Upstate	62	61	36	30
Elementary Education BA - Columbia	128	57	31	25
Human Services BS - Beaufort	116	38	26	15
Liberal Studies BA - Columbia	84	127 ***	86	75
Organizational Leadership BA – Columbia	92	71 ***	46	36
RN to BSN - Upstate	50	205	156	95
TOTALS	747	658	428	310

*Inquiries as reported for Fall 2014 term for program listed

**New Admits Enrolled

***Includes Change of Campus Applicants from Palmetto College Campuses who do not inquiry through the Call/Information Center

Notes: Data compiled from multiple sources

Internal Call/Information Center Launch-March 31, 2014



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As of 8/28/2014

Total Enrollment New & Continuing

Program

Business Administration BS - Aiken	78
Criminal Justice BS - Upstate	58
Elementary Education BA - Columbia	34
Human Services BS - Beaufort	39
Liberal Studies BA - Columbia	217
Organizational Leadership BA – Columbia	127
RN to BSN - Upstate	141
TOTALS	694



Palmetto College
Bachelor's Degree Completion Programs
Fall Comparison

<u>Program</u>	Fall 2013	Fall 2014
Business Administration BS - Aiken	28	78
Criminal Justice BS - Upstate	17	58
Elementary Education BA - Columbia	12	34
Human Services BS - Beaufort	6	39
Liberal Studies BA - Columbia	184	217
Organizational Leadership BA – Columbia	119	127
RN to BSN - Upstate	137	141
	503	694



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



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