
What We Have Learned

- Montgomery College's marketing efforts to prospective students focus largely on awareness and are not as effective as they could be with a more segmented and targeted approach.
- Montgomery College's largest feeder, MCPS, will grow its senior class by 10% to 16% starting next year and continuing onward for several years. The MCPS senior class will be increasingly financially needy and diverse.
- MC's largest opportunity to improve yield comes from assisting low-income prospective students to manage the financial aid application process. Many prospective students likely have demonstrated need, but do not finish the FAFSA or fail to send it to MC.
- Currently, many traditional-age MC students receive offers of scholarship and financial aid late in the application process or even after they have decided to matriculate.
- Bottlenecks in the enrollment process appear to cause a number of prospective students to "melt" away from MC, often 1-2 months prior to the start of the new semester.
- Montgomery College does not currently have a clear process for setting and evaluating strategic enrollment goals.
- Survey results show us that MC has a happy and supportive student body that actively promotes MC to others.
- Many students, especially non-traditional students, are looking for more flexible and convenient course-taking options.