



Steering Senior Success through Strategic Planning

Dr. Debbie Smarr

*Dean of Strategic Enrollment
Management and Analytics*

Tiffany Francis

*Director of Promise Programs
and Enrollment Management*

Grayson College



Grayson College

- Main Campus Denison, TX (70 miles north of Dallas)
- South Campus Van Alstyne, TX (24 miles south of Main Campus)
- Serve a small to medium rural population
- 5,163 students annually
- 67% white
- Dual Credit students make up 36% of enrollment
- 40% eligible to apply for Pell Grants
- 1 Bachelor Degree, 18 Academic Associate Degrees, 23 Workforce Associate Degrees, 59 Certificates and 11 Academic Fields of Study

Class of '23 Senior Stats

2 Counties

979 square miles of Grayson County
approximately 500 square miles of Fannin County

23 High Schools

Each campus ranges from 12 seniors to over 400 seniors

2,004 total Seniors

Historical High School Recruitment

- Recruiter on site at high schools with ability for students to visit with them
- 100% Acceptance



Transition to Strategic Enrollment Campaign

Receiving Grant - Texoma Promise

- Economic Mobility Systems (EMS)
- Rural Promise in a Box
- Funding for technology and personnel
- Regional approach
- MOU/ DSA Agreements
- CCMR funding support to ISD
- Change in leadership

ECONOMIC
MOBILITY
SYSTEMS



Year at a Glance

Senior
Day

Fall
Campus
Visits

Spring
Campus
Visits

Senior Day

- Opening Pep Rally and Games
- Campus Tour
- Lunch and Door prizes



In Fall of 2022, 16 of 23 (70%) high schools attended over a span of 2 days for a total of over 1,300 seniors

Fall Events

Promise Pledge, 100% Acceptance, FAFSA

Pledge form collects data for all future communication



Pledge Requirements:

Graduate

Apply

FAFSA

Enroll

TEXAS PROMISE

Class of 2023



Spring Events

- "One and Done" Days
- Collaboration with financial aid and advising

Student have assistance with :

- Turning in admission documents
- FAFSA submission
- Scholarship application
- Enrolling in courses

 promise
made.

 college
bound.



Communication Strategies

Students

Counselors

Parents

Technology Support



salesforce

- Roster imports from counselors
- Counselor CRM dashboard
- Data points (College application, Financial Aid, Scholarship App)

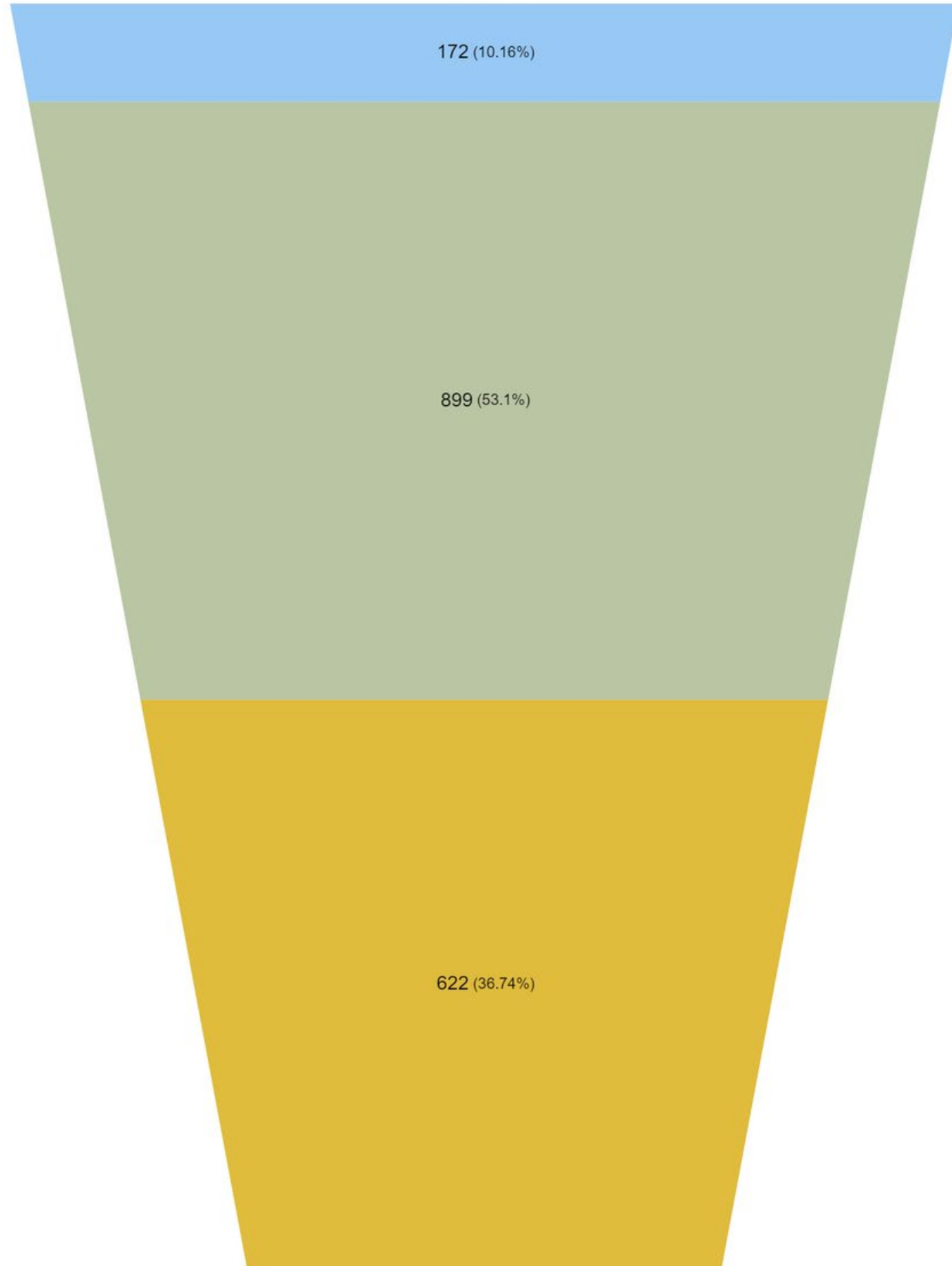


SignalVine

Pledges by Promise Status

Record Count: 1.7k

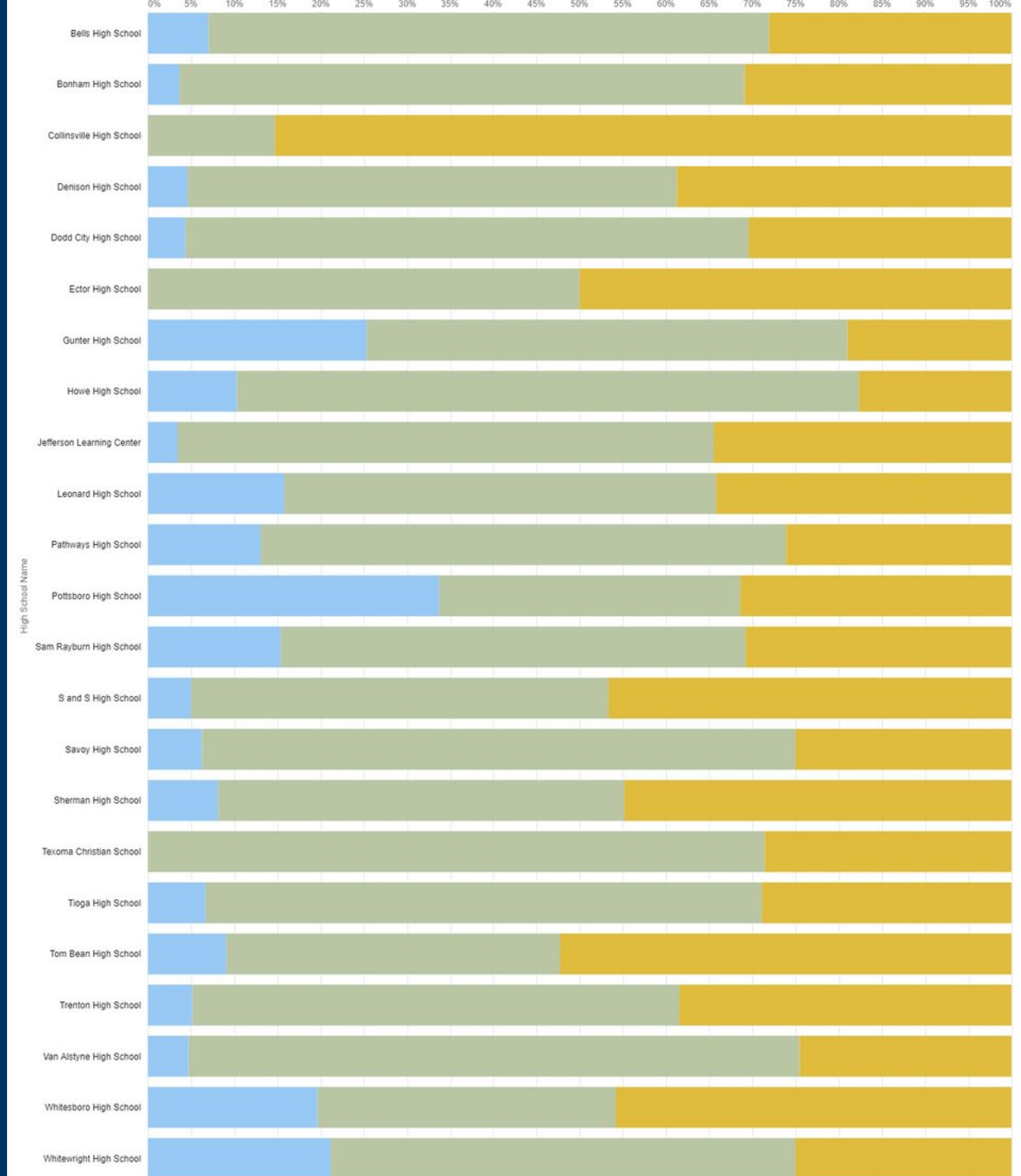
Promise Status
 Pledged - Unmatched
 Application Matched
 Financial Aid Matched

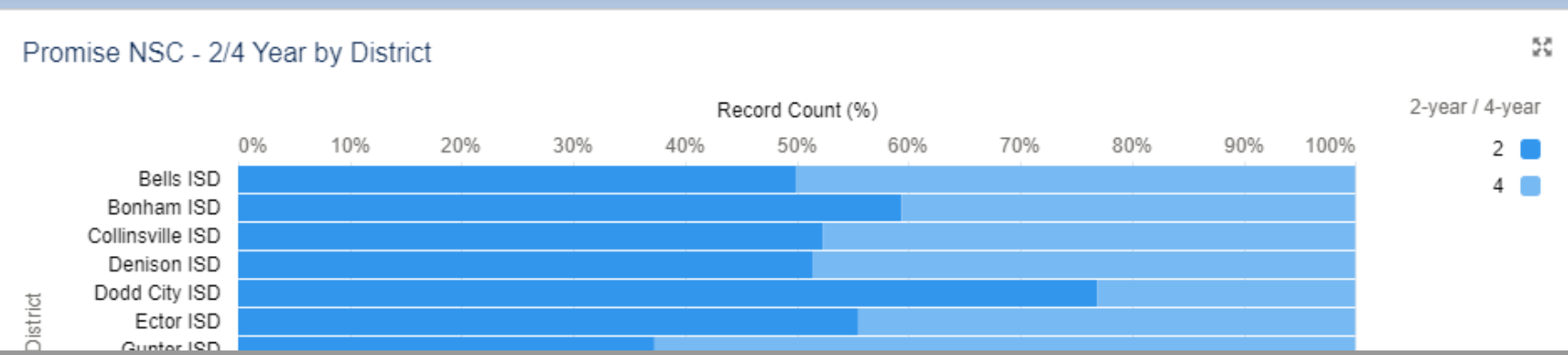
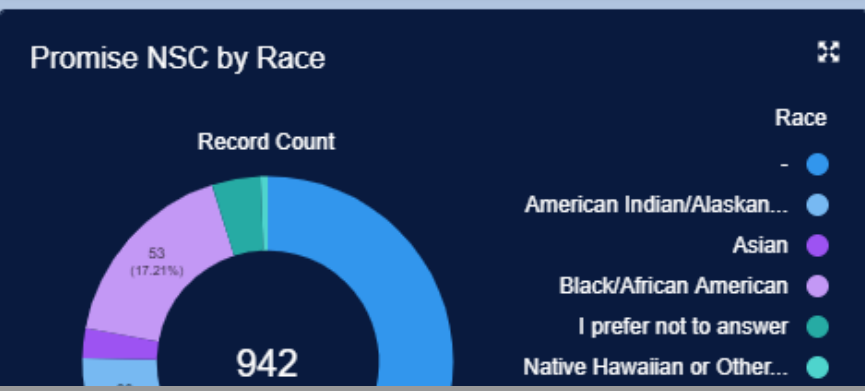
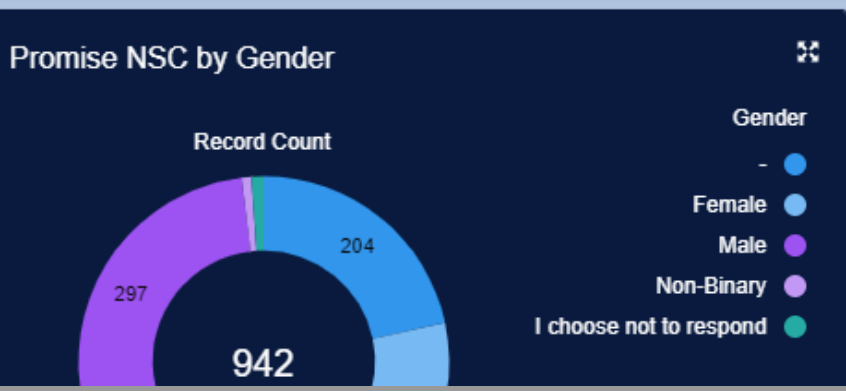
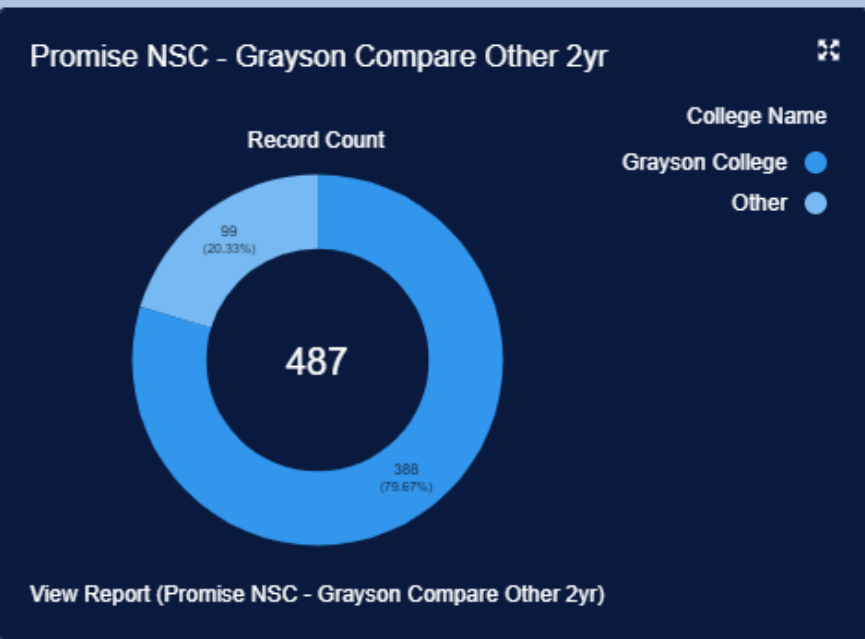
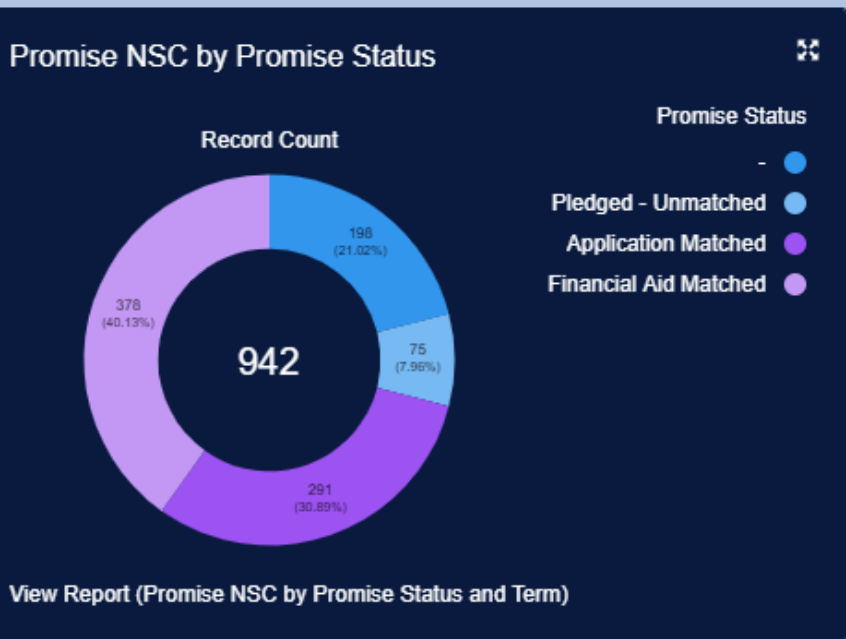
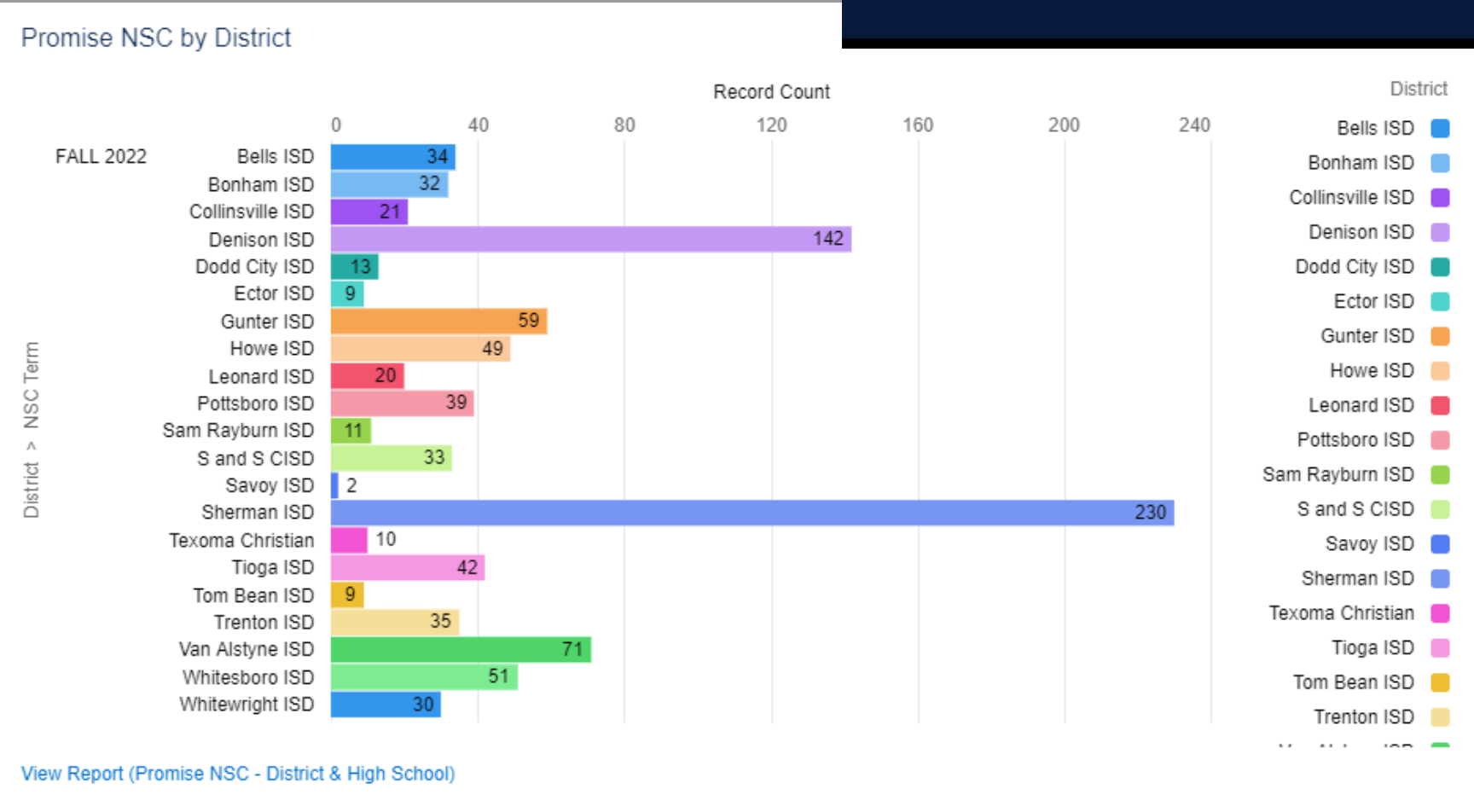
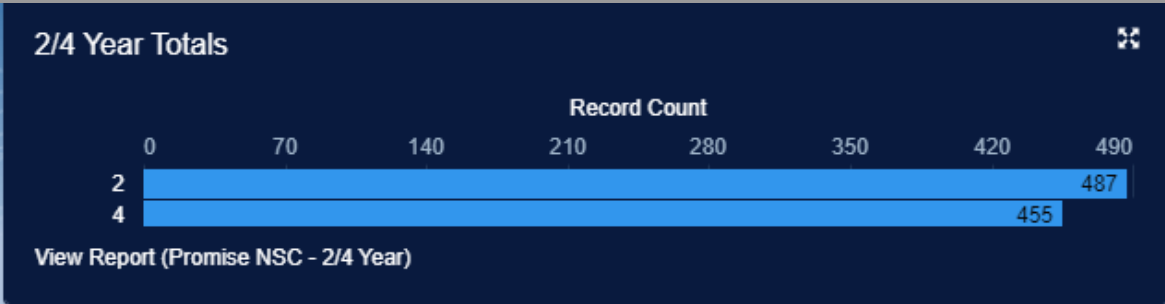
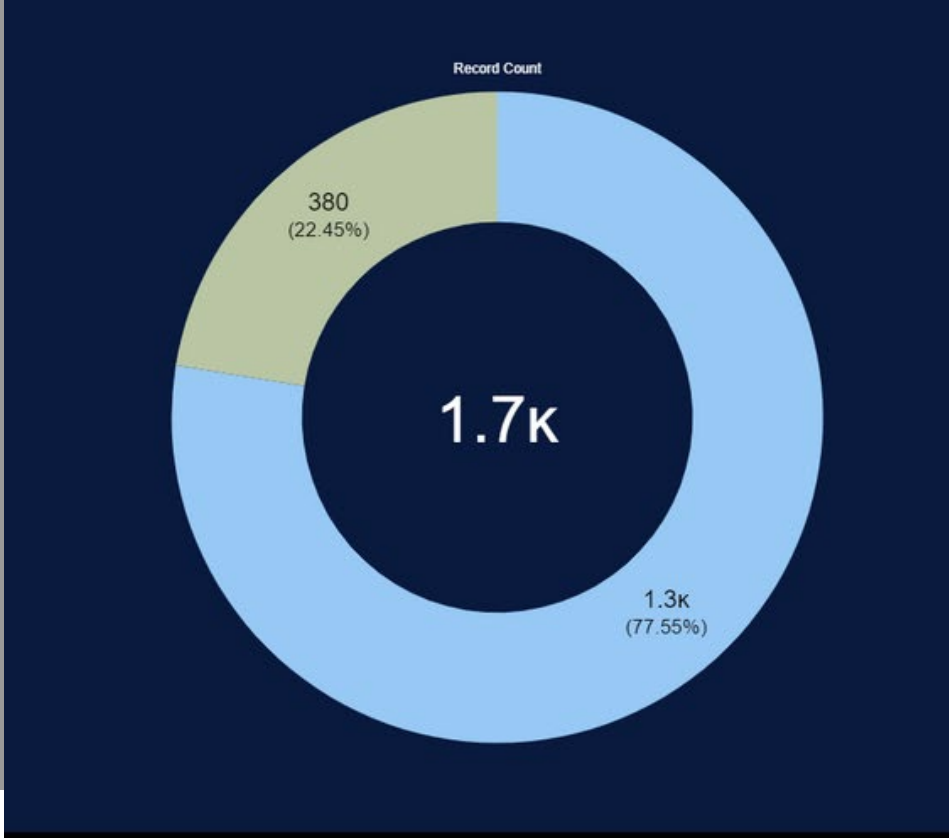


Pledges by High School & Promise Status

Record Count (%)

Promise Status
 Pledged - Unmatched
 Application Matched
 Financial Aid Matched





Collaboration

Institutional

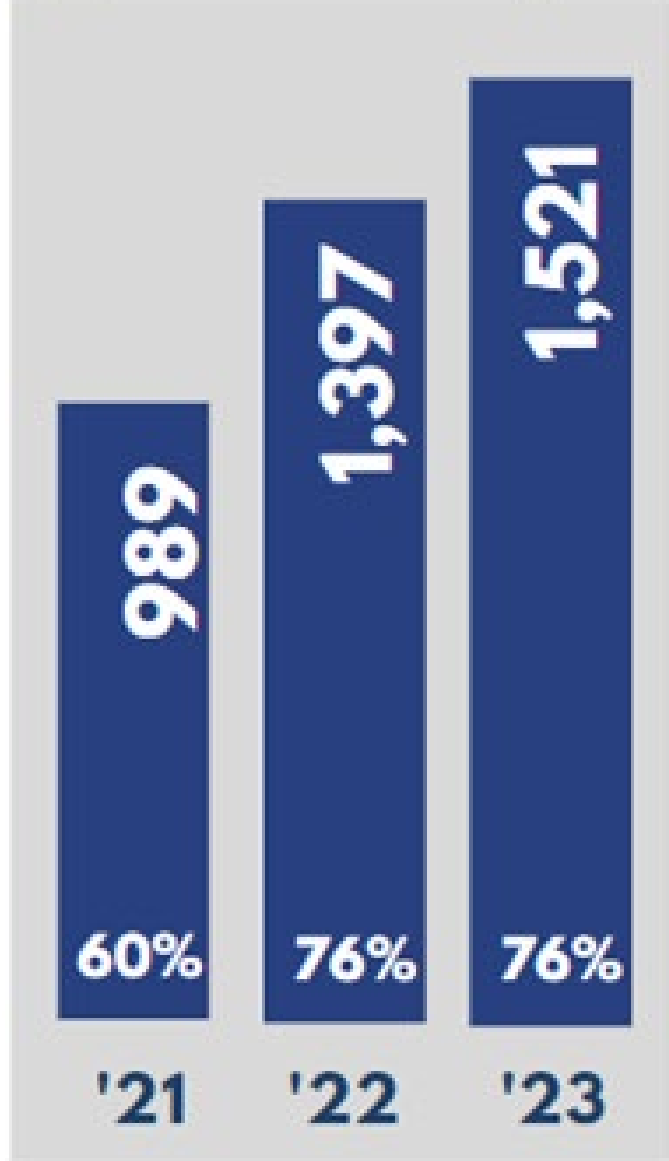
Student
Life

K- 12
Partnerships

Data Celebrations

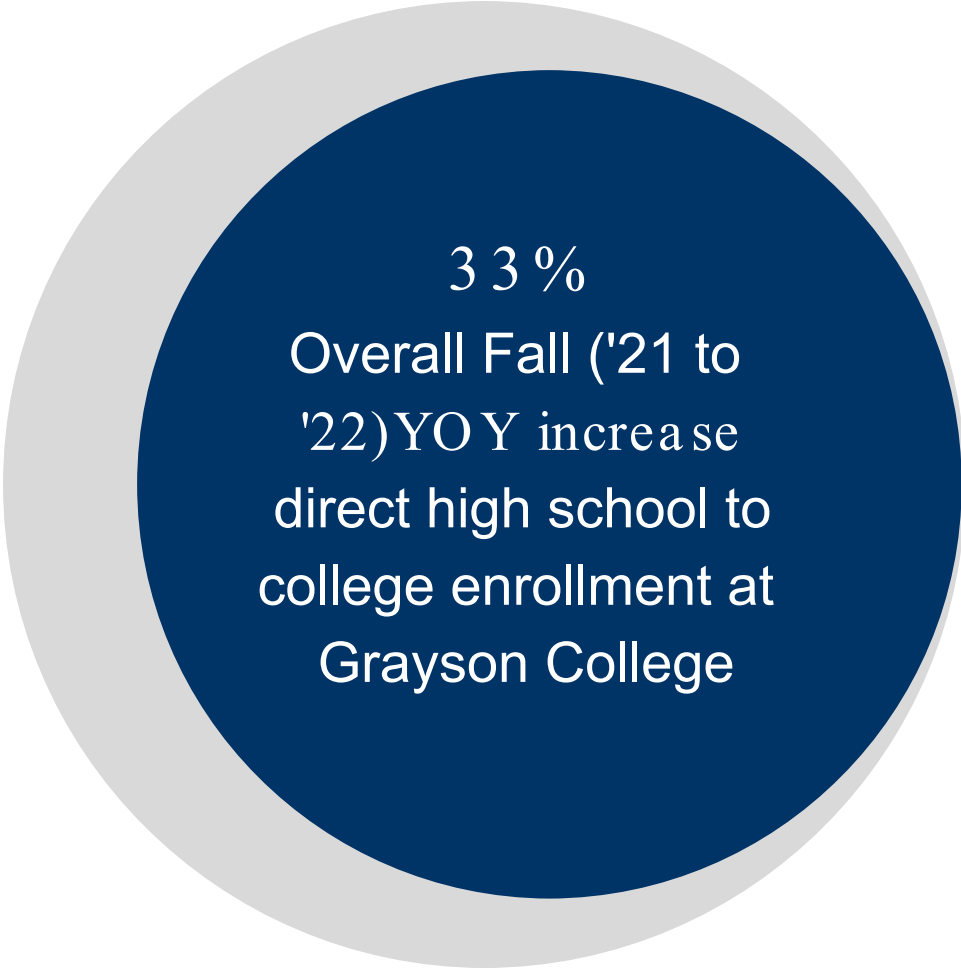
Applications and Enrollment

**HS Seniors
Applied to Grayson**



Enrollment by term

	'22	'23
Summer	26	63
Fall	371	210
Both	25	30
Total:	422	303



Data Celebrations

Closing Gaps

Diversity of FTIC Student Population

Percent of Minority FTIC Students

'21

36%

'22

45%

16%

Increase in Hispanic student population

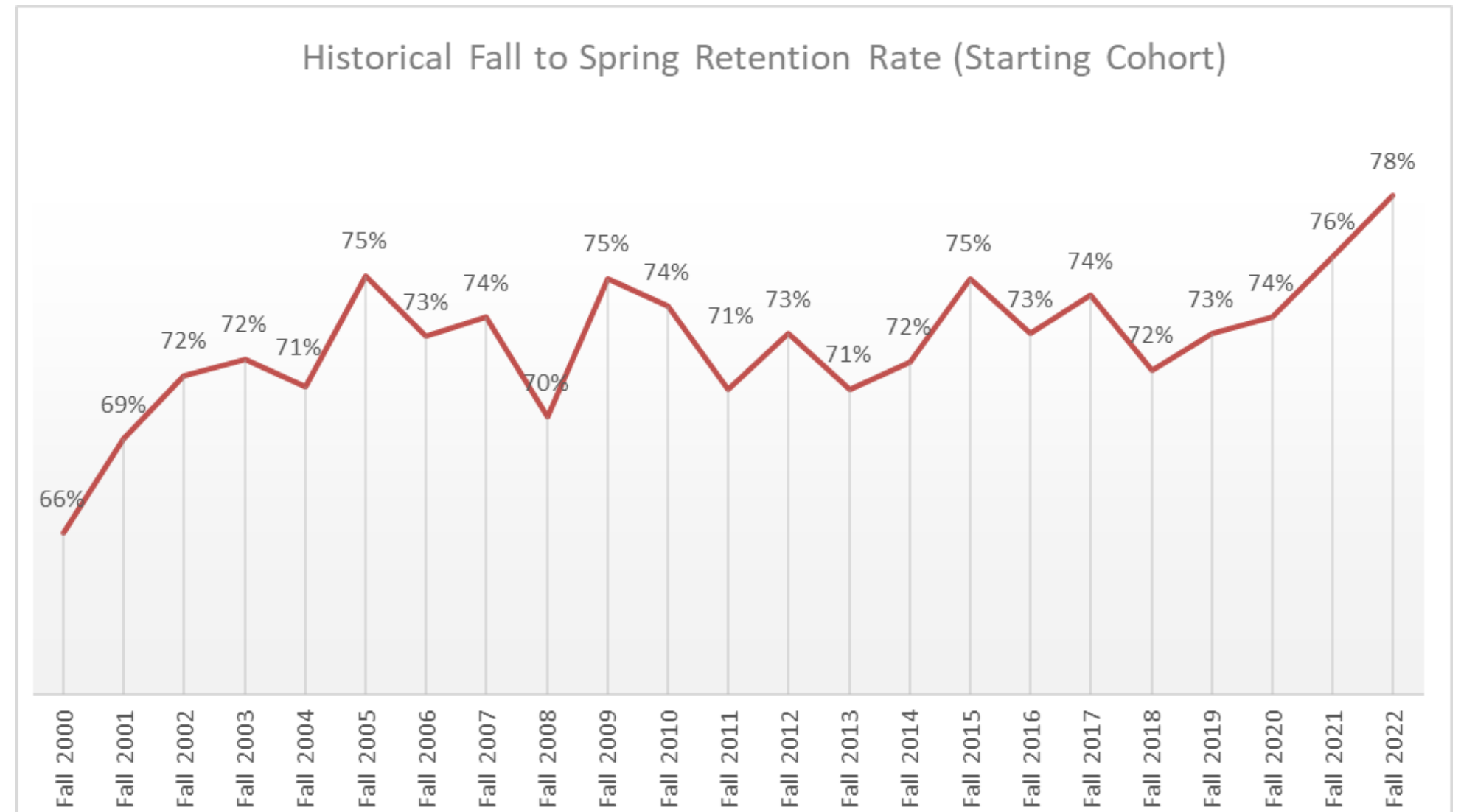
17%

Increase in Black student population

23%

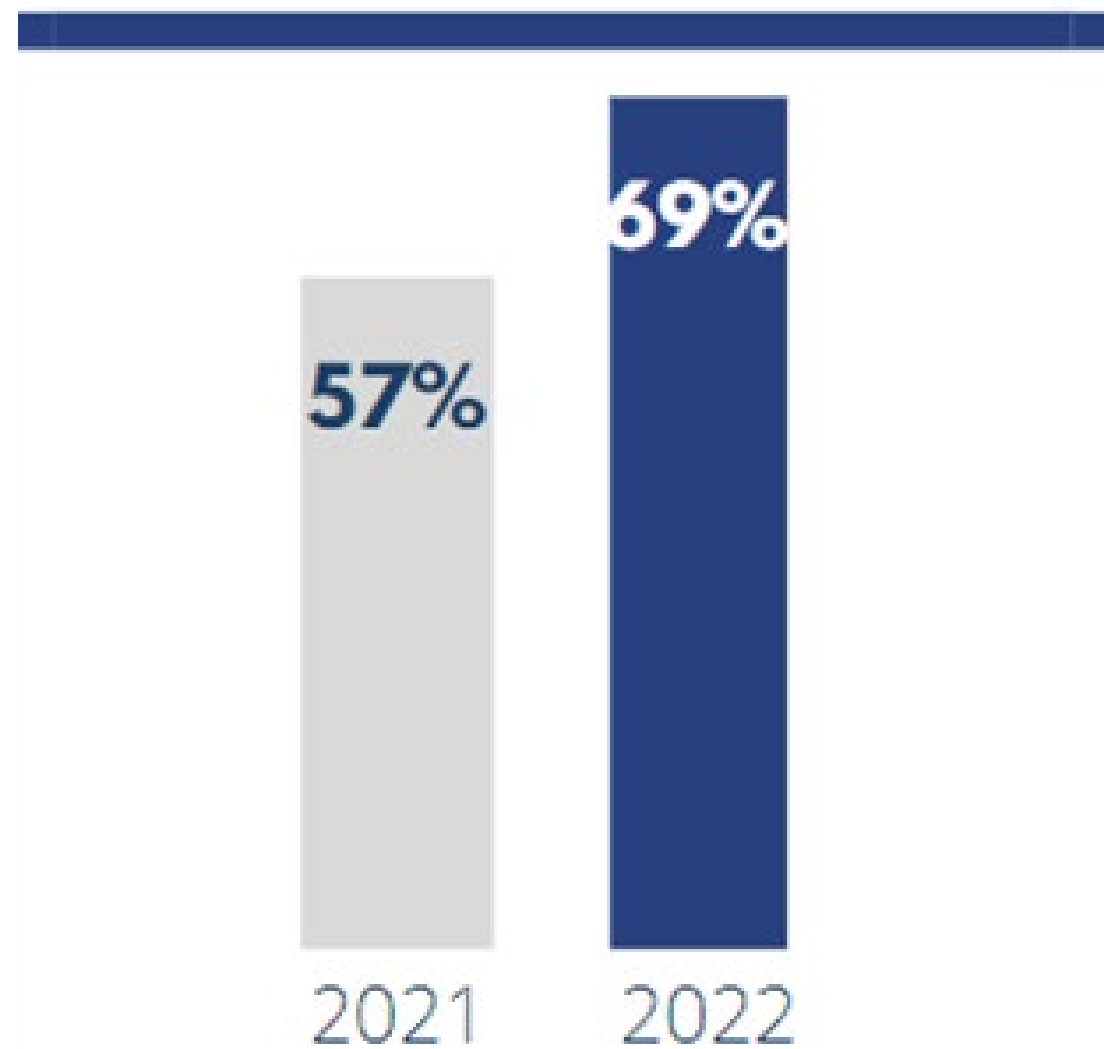
Increase in Asian student population

Historical Fall to Spring Retention Rate (Starting Cohort)



Data Celebrations

Financial Aid



FAFSA Completion

27%
Increase
in Pell
awards

Survey Celebrations

Survey Feedback



Counselors

ALL counselors want to continue Parent FAFSA nights or implement Parent FAFSA nights

93%

believe their campus has a higher college going rate with the support of Texoma Promise

93%

report Texoma Promise benefited students completing the pledge and Grayson application

54%

report Texoma Promise benefited students completing FAFSA and turning in admissions documents

Survey Celebrations

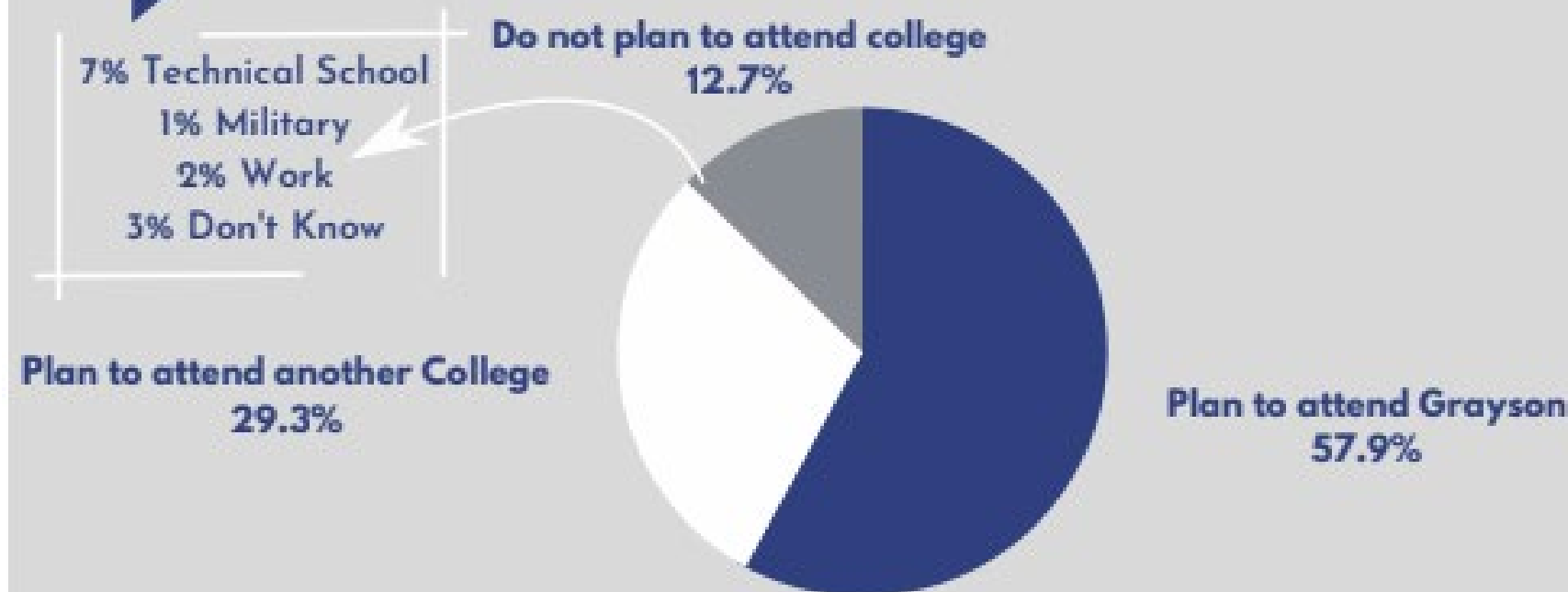
Students

259 responses to date

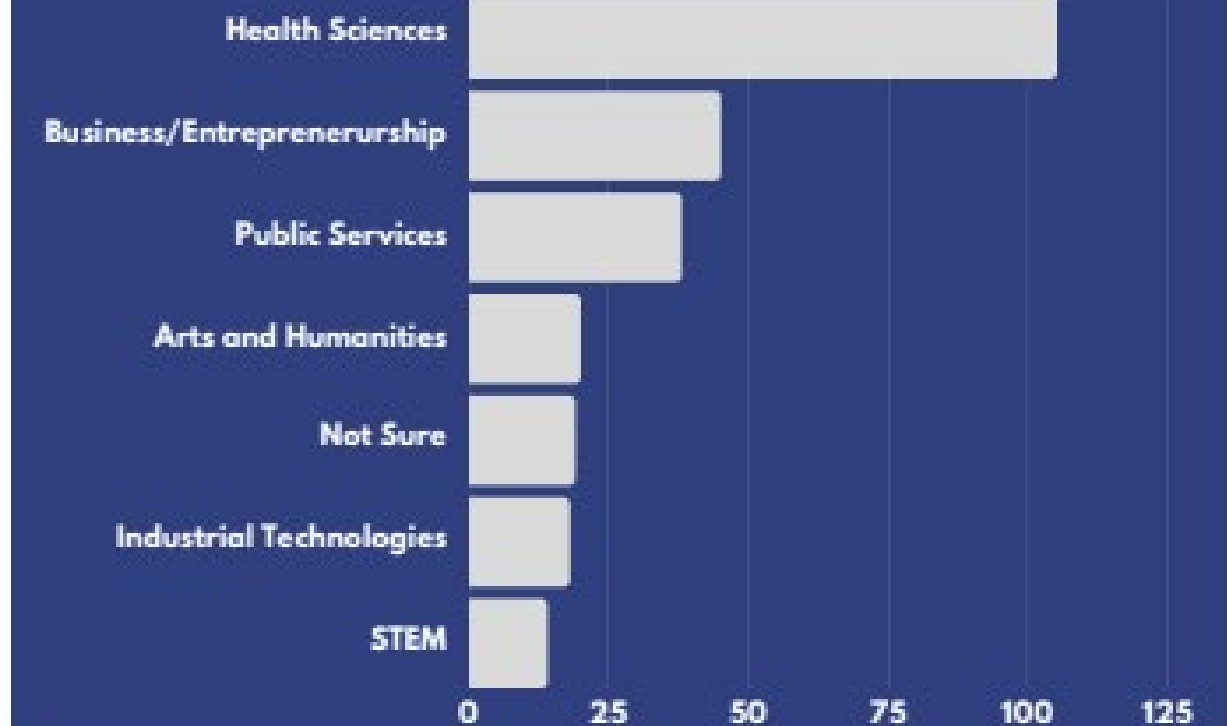
"I appreciate the texoma promise program for showing me the path forward ahead of me."

"I feel incredibly prepared!!"

"I don't really need any assistance but, if I do I know who can help me as this program has been quite helpful and beneficial."



Pathway Interest



68%
of students are working or
urgently looking for work

38%
of students are first
generation

What's Next

More yearlong immersion
on Grayson campus

- Complimentary SR pictures
- Graduation gap decorating

1

2

Cleaning up
processes/scheduling

Added Technology

- Admissions Connect
- Journey Builder
- Marketing Cloud

3

4

Parent/GED Promise
- Additional Grant
Proposals

Questions? Connect with Us

Dr. Debbie Smarr

Dean of Strategic Enrollment Management and Analytics

smarrd@grayson.edu

903.415.2592

Tiffany Francis

Director of Promise Programs and Enrollment Management

francist@grayson.edu

903.463.8781



@GraysonCollege

www.grayson.edu