



Leveraging Shared Experiences: How Collaboration Among Beginner, Intermediate, and Experienced Recruitment and Admission Professionals Can Transform Enrollment

Melody Menefield Levine – Columbus State Community College

G. Merchel Allen Menefield – Franklin University

ABOUT MERCHEL



G. Merchel Allen Menefield, MS, MA, PhD
Franklin University
30+ year of admission counselor experience

ABOUT MELODY



Melody Menefield Levine, BA, MS
Columbus State Community College
6+ years of admission counselor
experience

Research Information

MELODY: DPS STUDENT (*TRAINING & DEVELOPMENT: MULTIGENERATIONAL MENTORING AMONG ADMISSION COUNSELORS*)
ANTICIPATED METHODOLOGY: MIXED

MERCHEL: PHD (*COLLABORATIVE LEADERSHIP: CAAO & CSAO - STUDENT SUCCESS*):
METHODOLOGY: QUANTITATIVE

QUESTIONS TO PONDER

- WHAT DOES MENTORING MEAN TO YOU?
- WHO CAN BE MENTORS?
- WHAT IMPACT DO YOU BELIEVE YOU CAN MAKE ON OTHER ENROLLMENT PROFESSIONALS?
- HOW DO YOU THINK MULTI-GENERATIONAL ENROLLMENT PROFESSIONALS SUPPORT OBJECTIVES?

PRESENTATION FOCUS

- Many researchers have explored how to address higher education enrollment by focusing on factors related to students. This presentation focuses on how leveraging higher education personnel experiences can support enrollment and student success through their involvement in mentoring and training.



ENROLLMENT

Issues

- Enrollment in higher education has been a problem for most colleges and universities.
- College enrollment has been researched for both two- and four-year schools. When looking at trends and statistics, many schools have experienced a decline in all schools, public or private.
- Over 500,000+ students have decided not to attend college, roughly six percent of the college enrollment population (Welding, 2024).
- This has been a challenging finding in enrollment management in colleges and universities.
- Many of the enrollment data mentioned that the pandemic may be one of the reasons the enrollment data is in decline, but only part of the reason that the enrollment data is down.

INFORMATION

What needs to be done

- **Higher education personnel must actively seek ways to improve their skills and knowledge to support their institutions' vision and mission.**
- **The personnel play an essential role in overall institutional success. Specifically, higher education student enrollment is vital to the institution's function. According to Cornell and Smith (2023), enrollment in higher education institutions can be improved by having various areas collaborate to develop and implement supporting strategies.**
- **The National Center for Education Statistics (NCES) reported a decrease in college enrollment from 17.5 million students in 2009 to 15.9 million in 2020.**
- **However, they also project an increase from 15.9 million to 17.1 million students between 2020 and 2030. Furthermore, the NCES reported six-year graduation rates of 63%, 68%, and 29% for public, private nonprofit, and private for-profit institutions, respectively.**

Infrastructure

The history of higher education in America was based on the English education model (males, residential, and ministry) (Paschal, 2016).

The higher education system morphed and divided due to discontent with liberal environment (Geiger, 2014).

Mentoring

There are deficiencies in knowledge sharing in higher education, and can limit intellectual growth among personnel (Al-Kurdi et al., 2018) and likely impact student success.

Mentoring within a multigenerational work environment can help with knowledge transferring (Pruett, 2020).



Collaborative Efforts

It is essential to the success of the mission of the higher education system that members of this system work as collaborators versus competitors, as the latter can lead to self-destruction (Maguad, 2018).

The following are proposed ways to support successful collaboration (a) emphasize transparent communication, (b) leverage faculty talent, and (c) build cross-departmental relationships (McCarthy, 2017).

Student Success

Chen (2005) maintained that different variables affect student success or retention among college students. Retention is essential for all students.

Braun et al. (2021) and VanHorn (2017) studies revealed that student success could benefit from different groups working together to achieve a common goal and objectives.



OUR FOCUS

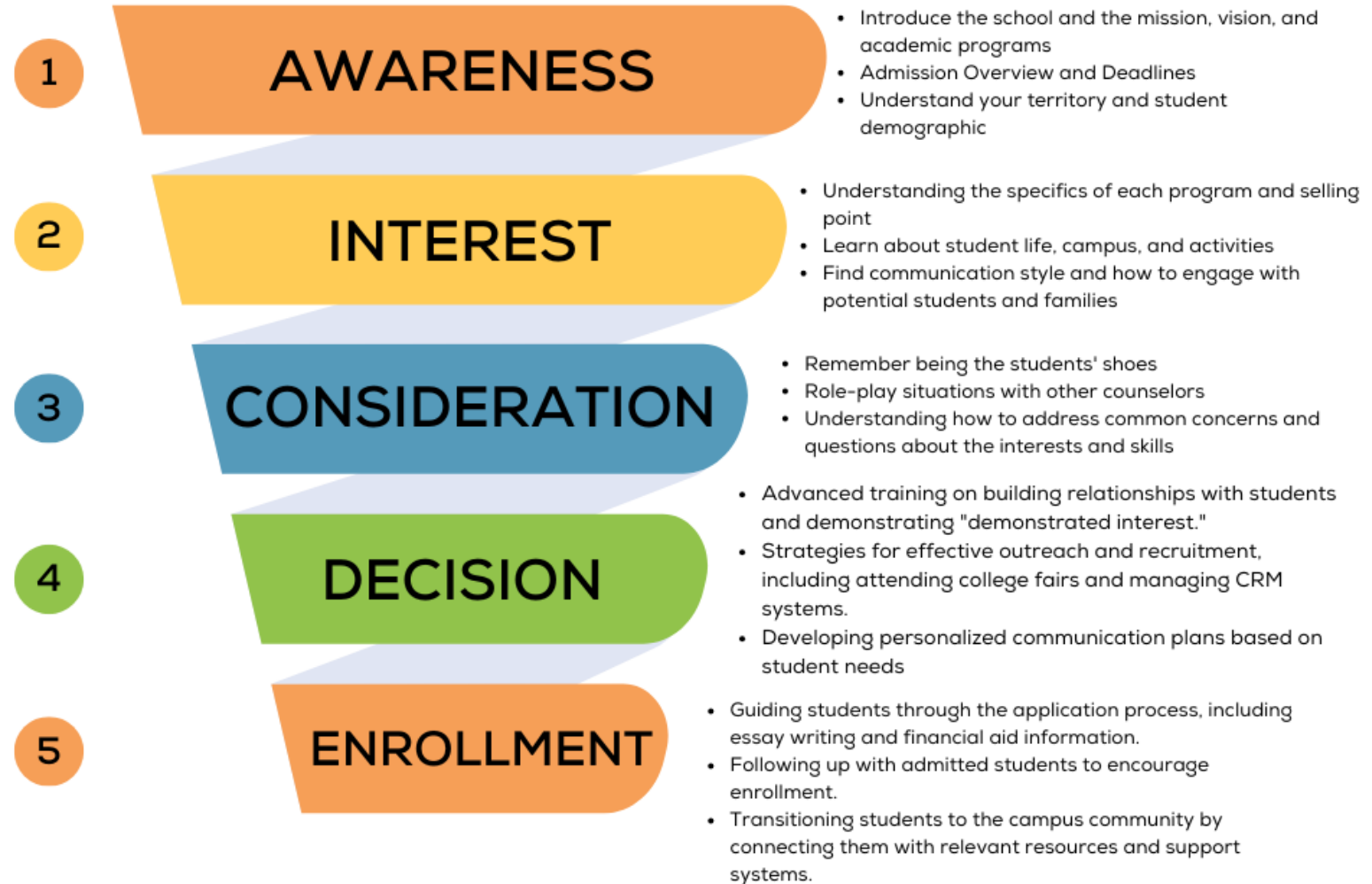
Presentation Overview

- This presentation focuses on how counselors can significantly enhance the student experience by fostering stronger connections and increasing student enrollment and success.
- Higher education is influenced by the enrollment outcomes
- Building relationship with student of all ages
- Collaborating and sharing idea with other counselors and departments can help leverage the students success.
- This support can be better garnered and channeled by exploring counselors' professional and personal experiences that can help meet/exceed selected outcomes.
- Taking advice of all ages, experience levels and various perspectives
- Partnering with school counselors

WHAT DO ENROLLMENT OFFICERS DO?

What do we do and what is our goal?

ENROLLMENT



TOOLKIT TO SUCCESS



WHAT TOOLS WILL YOU ADD TO YOUR TOOL KIT

- Multigenerational/Multi-tiered Mentoring
- Shared Opportunities and experiences
- Presenting New Ideas
- Understanding what work (If it isn't broke don't fix it)
- Communication
- Networking
- Adaptability
- Collaboration
- Building information for students
- A common goal- Student Success

MULTIGENERATIONAL ENROLLMENT PERSONNEL

Generation in the Workplace

Leveraging the Strengths of Every Age Group

Baby Boomers



Born 1946 - 1964

- work-centric attitude
- team orientated
- deep experience
- enjoy mentoring

Generation X



Born 1965 - 1980

- independent
- innovative
- appreciate diversity
- highly adaptive

Millennials



Born 1981 - 1996

- tech-savvy
- socially conscious
- ambitious
- achievement oriented

Generation Z



Born 1997 - 2015

- digital fluent
- innovative thinking
- entrepreneurial
- career "multitaskers"

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BENEFITS AND CHALLENGES OF MULTIGENERATIONAL MENTORSHIP



Benefits

- Diverse Perspectives and Problem-Solving
- Knowledge Sharing and Skill Transfer
- Enhancing Creativity and Innovation
- Mentorship Opportunities
- Succession Planning
- Creating and inclusive Environment that help promote different work styles
- Understanding different student perspectives
- Long term Sustainability
- Introducing Nontraditional pairings

Challenges

- Communication Gaps and Misunderstandings
- Work Life Balance
- Technology Gaps
- Generational Stereotypes
- Differing Expectations

TAKEAWAYS

Enrollment Leveraging - Training & Development

- Infrastructure,
- Mentoring,
- Collaborative Efforts, &
- Student Success



Q & A THANK YOU

Melody Menefield Levine

G. Merchel Allen Menefield