



Redesigning the Ultimate Student On-boarding Experience

Indra Paola Peláez

AVC, Enrollment Management & Success

Discussion Topics

01

**HCC
Overview**

02

**Redesigned
Admissions
Application**

03

**Steps to
Enroll at
HCC**

04

**Student
Homepage**

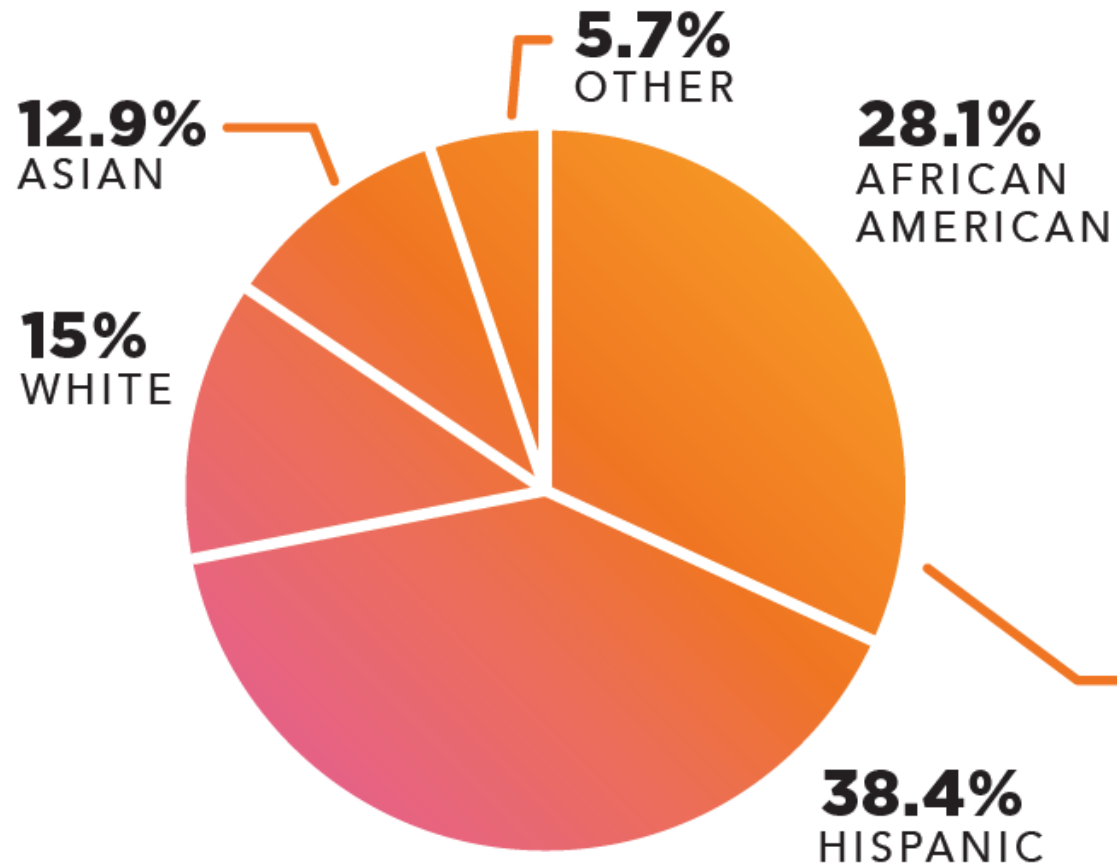
05

**COVID-19
Response**

My Journey



HCC Overview



2018-2019

Source: HCC Fact Book 2018-2019

2018-2019 HCC
ANNUAL ENROLLMENT

106,470

HCC Overview (Con't)

INTERNATIONAL
STUDENTS
ENROLLMENT

7,633

TOP 5 REPRESENTED COUNTRIES



VIETNAM



MEXICO



NIGERIA



CHINA



INDIA

FALL 2018 STUDENTS
TRANSFERRED TO 4-YEAR SCHOOLS

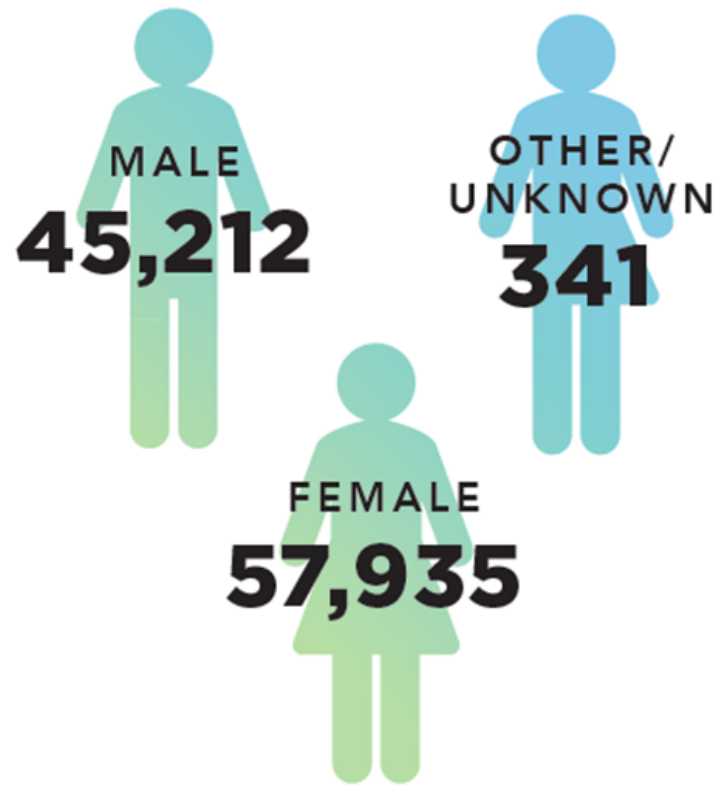
10,605



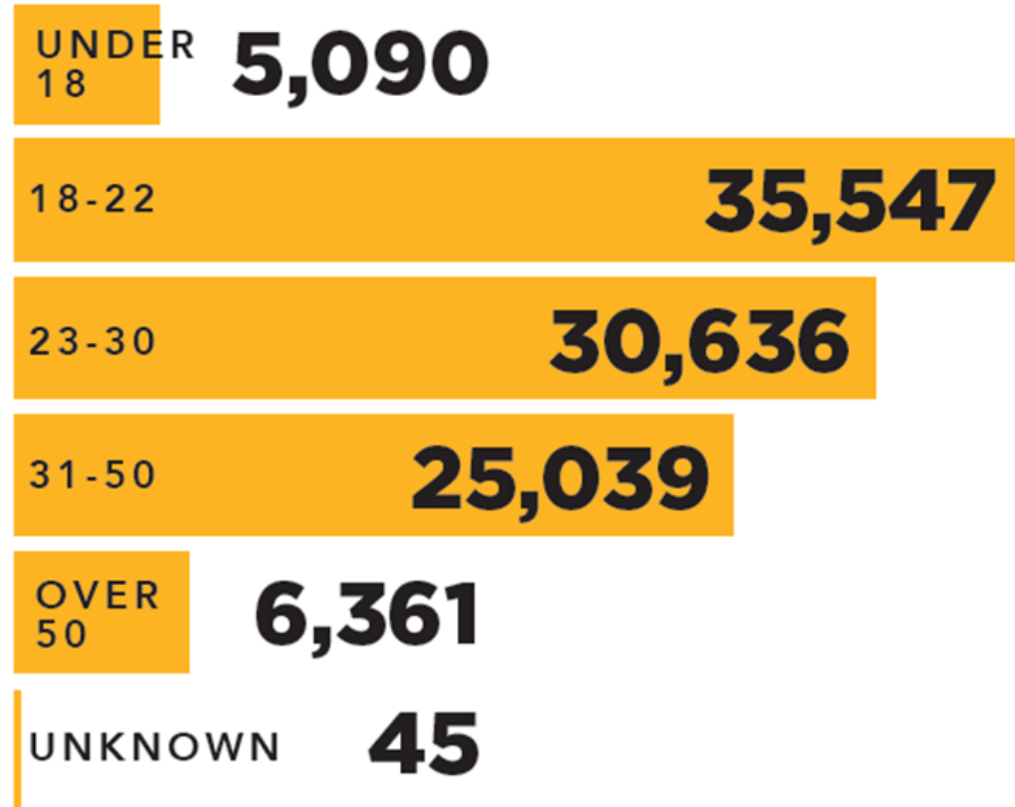
UNIVERSITY PARTNERSHIPS

HCC Overview (Con't)

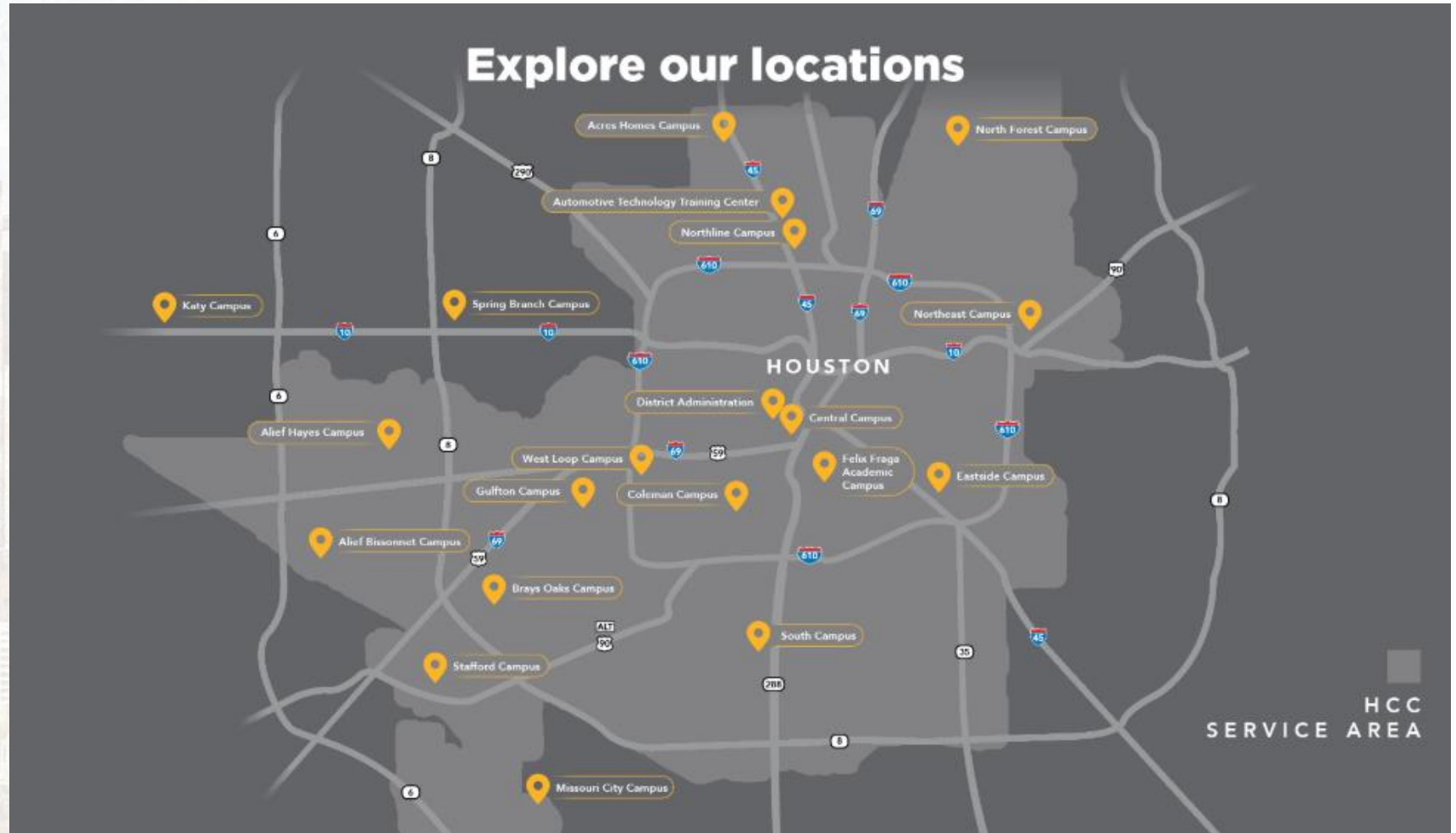
GENDER ALL STUDENTS



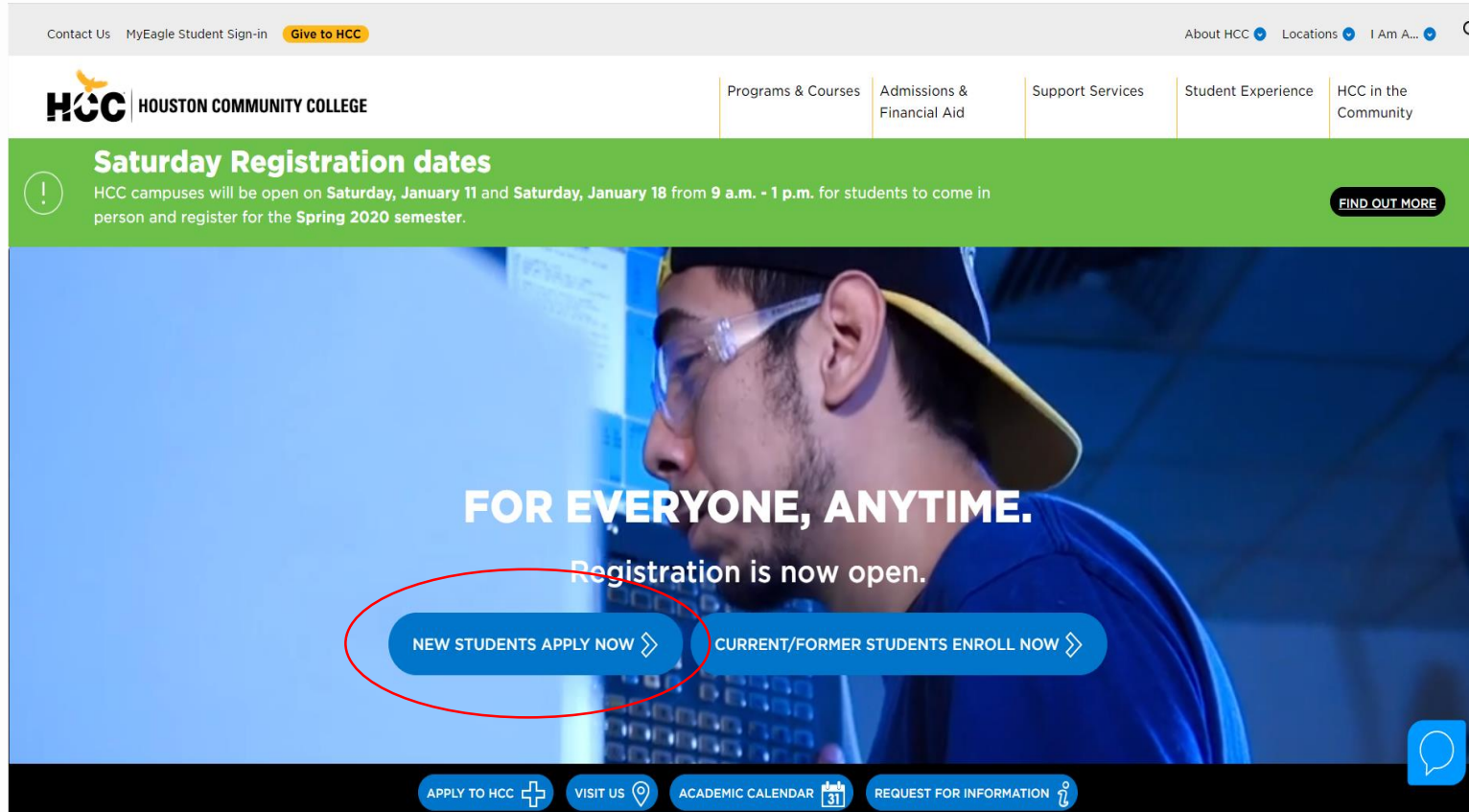
AGE GROUP



HCC Overview (Con't)



Redesigned Admissions Application One Entry Point Image



Contact Us MyEagle Student Sign-in Give to HCC About HCC Locations I Am A...

HCC HOUSTON COMMUNITY COLLEGE

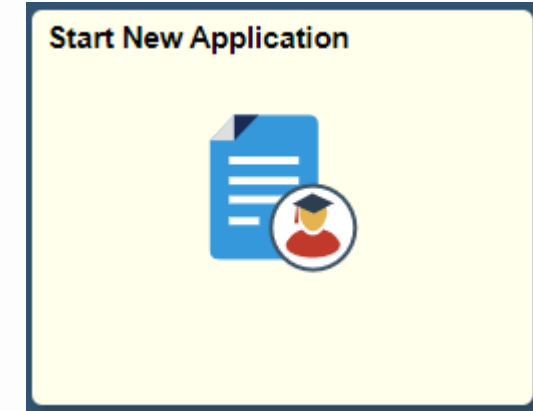
Programs & Courses Admissions & Financial Aid Support Services Student Experience HCC in the Community

Saturday Registration dates
HCC campuses will be open on Saturday, January 11 and Saturday, January 18 from 9 a.m. - 1 p.m. for students to come in person and register for the Spring 2020 semester. [FIND OUT MORE](#)


FOR EVERYONE, ANYTIME.
Registration is now open.

[NEW STUDENTS APPLY NOW](#) [CURRENT/FORMER STUDENTS ENROLL NOW](#)

[APPLY TO HCC](#) [VISIT US](#) [ACADEMIC CALENDAR](#) [REQUEST FOR INFORMATION](#)



Start New Application



Continue Saved Application



Redesigned Admissions Application One Entry Point Image (Con't)



Welcome to HCC!	
Welcome to HCC!	Welcome to Houston Community College!
Degree Seeking	<p>HCC is an open-admission, public institution of higher education offering high-quality, affordable course programming for academic advancement, workforce training, career development, and lifelong learning. We have more than 20 campuses conveniently located in communities across greater Houston.</p> <p>Houston Community College is accredited as a single system by the Commission on Colleges of the Southern Association of Colleges and Schools (SACSCOC) to award Associate degrees and skills-based certificates. We have well-established transfer pathways with other colleges and universities and have strong connections with industry employers to ensure our students transition seamlessly from HCC to wherever their personal goals take them.</p> <p>To start your application, select the option that fits you best:</p> <ul style="list-style-type: none">• Degree Seeking Application (not for F-1 students) for students seeking college credit or wanting to attend college-level courses.• F-1 International Student Application for students holding or seeking an F-1 student status/visa who want to complete Intensive English courses, Associate Degrees or Certificates. Students may transfer credit to other colleges and universities.• Continuing Education Application for students interested in short-term classes for job training, general knowledge, to learn a new skill, to upgrade existing skills or to explore personal interests. Upon course completion, students may request a certificate of completion from the college and are prepared to take certification and licensure exams.• Adult Education Application (not for F-1 students) Adult Education is for students seeking High School Equivalency (HSE) classes designed to improve basic skills and prepare students for the HSE examinations (GED, HiSET, or TASC), ESOL (English for Speakers of other Languages) for students wanting to speak, read, and write English, Career4U Academy for students who want to receive a workforce certificate in high-growth occupations, and TSI Boot Camp for students who want to prepare for the Texas Success Initiative (TSI) Assessment.• Adult High School Application for students seeking credit recovery and/or original credit toward high school graduation requirements (students recovering/completing credit receive a high school diploma). <p>Click on the application of your choice on the left .</p>
F-1 International	
Continuing Education	
Adult Education	
Adult High School	

Steps to Enroll at HCC

Complete & meet Advisor

- Career Coach
- New Student Orientation

College Readiness Requirements

- Placement options

Submit Documentation

- Bacterial Meningitis shot records
- Transcript
- Submit test scores

Complete Application

- Submit application
- Apply for Financial Aid



Student Homepage

The screenshot shows a student homepage with a dark blue header containing the HCC logo, a dropdown menu for 'Student Homepage', and a home icon. The main content area is a grid of white tiles with icons and text:

- Student Services Seminar:** Icon of an eagle on a laptop.
- Checklists:** Icon of a checklist with a cursor. Text: **3 To Do's**.
- Message Center:** Icon of two overlapping speech bubbles. Text: **0 Unread Message(s)**.
- Manage Classes:** Icon of a calendar with a pencil. Text: **Go to Checklists, complete required items.**
- Continuing & Adult Ed Classes:** Icon of a cloud with books. Text: **Register for CEU Courses**.
- Academic Progress:** A pie chart showing **99% Complete** (green) and **Incomplete 1%** (red).
- Academic Records:** Icon of a cloud with books.
- Profile:** Icon of a person with a document.
- Financial Account:** Icon of a building with a crown. Text: **In-district tuition**.
- Financial Aid:** Icon of a hand holding a dollar sign.
- Student Center:** Icon of a person with a book. Text: **Classic Enroll, Pay, Financial Aid etc**.
- Eagle Resources:** Icon of an eagle on a laptop.

COVID-19 Response

Student how-to videos



Job aids



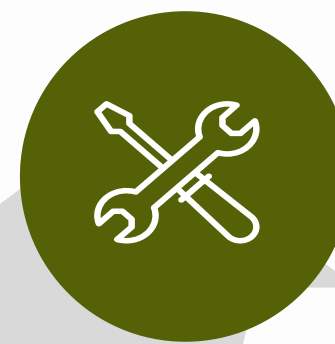
Virtual Campus Tours

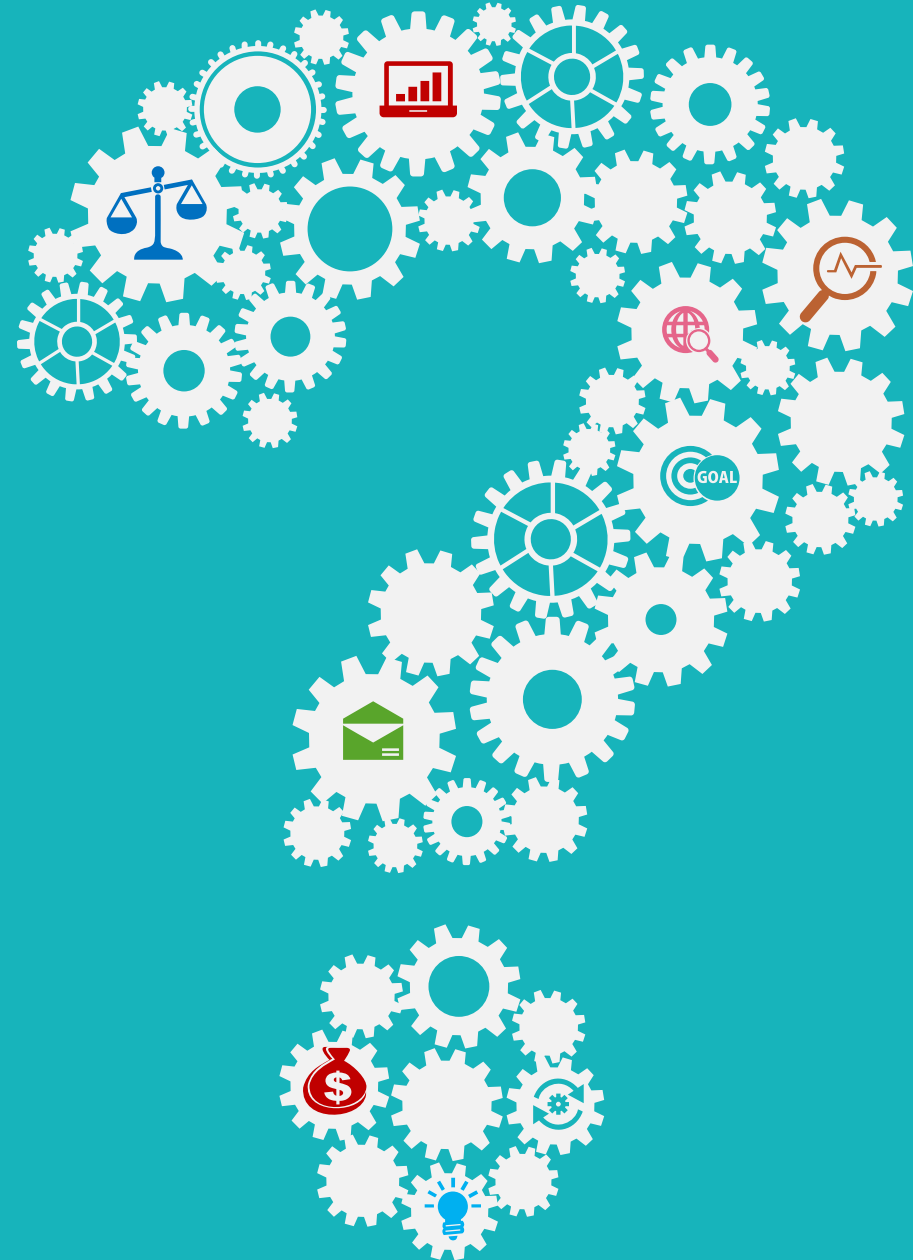


CRM Implementation



New tools and system for processing document faster





Thank you!