



- ✓ **Organizational Restructure**
- ✓ **Howard Hub Development**
- ✓ **Process Mapping and Communications Plan Development**
- ✓ **Transition to 8 Week Courses**
- ✓ **Developmental Education Redesign**



HCC is seeing record engagement rates in communications plans and enrollment initiatives as a direct outcome of our work with Swim. Their work, including facilitating strategic conversations across the campus, has created the overall buy-in needed to create transformational changes across the entire college.



— **Daria J. Willis, Ph.D., President**

+4.6%

Fall 2023

Enrollment Increase



RECORD STUDENT ENGAGEMENT RATES



**EMAIL OPEN RATES =
67.3%**

*(Over 29% higher than
the national average)*



**CLICK THRU RATES =
11.9%**

*(Over 7% higher than
the national average)*



4.6% Headcount
and **2.6%**

FTE ENROLLMENT

*Achieved by Rapid
Response Interventions*