Portals for Enrollment and Student Success:

The web has moved from the point of being strictly a marketing tool to being a place where the students and others are presented with specific options that help them make decisions about education and carry out specific transactions associated with the college.

The portal concept becomes a place for making transactions for most students to the web. The diagram below represents a general description of a portal adapted to BC.
The following are comments on the model. These are intended to clarify the concept:

1) Profile Builder: this is the part of the portal that collects information about the visitor. The technology sorts the visitor into potential student, present student, faculty/staff, and general public. Future profile development for the potential student could profile the student by major, location, career interest. The student would be presented with the array of resources. The student would also have the option of going to the home page.

2) Present students, faculty, and staff would also be presented with content most appropriate to them.

3) All students would be able to do transactions on line such as pay bills, register, and apply or check status of financial aid.

4) Faculty and staff could access the datamart, share data, and work with training materials. Newsletters and other publications are available.

5) The general public would use the web site as a portal to education. High school teachers and counselors could find resources to assist them. The College would recognize teachers, schools, and students each month. The general public could find out about schools and have a number of links to other resources including financial aid.

More general comments on the potential student part of the portal:

1) Note that there is a section for degree students, certificate students, and people who just want to take courses.

2) For certificate and course takers, there is the section of the portal that helps them look at what's available for them for the next step.

3) Publications and materials are available for degree seekers.

4) Letters are available for degree seekers.

5) Student Success activities are also available.