

STRATEGIC ENROLLMENT MANAGEMENT PLAN 2011-2013

VISION

We will be a world-class leader in student success and community engagement.

MISSION

We are dedicated to serving the educational, workforce and cultural needs of our diverse community.

CORE THEMES

Educational Attainment: Student Success
Program Excellence
Community Engagement
Access and Diversity
College Stewardship

STRATEGIC ENROLLMENT MANAGEMENT GOALS

- GOAL 1: INCREASE INTERNATIONAL STUDENT ENROLLMENT**
Core Theme 4: Access & Diversity
- GOAL 2: INCREASE eLEARNING STUDENT ENROLLMENT**
Core Theme 4: Access & Diversity
- GOAL 3: RETAIN STUDENTS OF COLOR ENROLLMENT**
Core Theme 4: Access & Diversity
- GOAL 4: INCREASE VETERAN STUDENT ENROLLMENT**
Core Theme 4: Access & Diversity
- GOAL 5: DEVELOP DEPARTMENT ENROLLMENT TARGETS**
Core Theme 2: Program Excellence and Core Theme 4: Access and Diversity

Developed by the Enrollment Management Committee and pending approval from College Council and the Presidents Senior Executive Team.

STRATEGIC ENROLLMENT MANAGEMENT PLAN 2011-2013

GOALS, OBJECTIVES, BENCHMARKS, & STRATEGIES

GOAL 1: INCREASE INTERNATIONAL STUDENT ENROLLMENT

Core Theme 4: Access & Diversity

[See International Business Plan 2010 for additional details.]

Objective: Increase international student enrollment to 1,000 by 2015.

Benchmarks:

	Annual FTE Enrollment	% Growth
Base Year	680	
Year 1	680	0%
Year 2	748	10%
Year 3	823	10%
Year 4	905	10%
Year 5	996	10%

Strategies:

1. Increase market share in existing international markets (South Korea, Viet Nam, and China (PRC)).
2. Develop new international markets (India, Nepal, Turkey, and Brazil).
3. Internationalization of the campus through internationalizing the curriculum, fostering globally competent staff and faculty, developing and supporting international partnerships, and integrating international students into the campus.
4. Invest in staff resources in a three phase approach to rehydrate and replenish appropriate staffing levels.
5. Cultivate agent relationships.
6. Invest in housing.

Primary Contacts: Tonya Drake, Vice President for Student Success & Thalia Saplاد, Executive Director for International Programs

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GOAL 2: INCREASE eLEARNING STUDENT ENROLLMENT

Core Theme 4: Access & Diversity

[See Virtual College Blueprint 2011 for additional details (March 2011).]

Objective: Increase eLearning student enrollment by 15% per year compounded annually for ten years while maintaining in-person enrollment.

Benchmarks:

	eLearning FTE Enrollment	% Growth
Base Year	1,215	
Year 1	1,397	15%
Year 2	1,607	15%
Year 3	1,848	15%
Year 4	2,125	15%
Year 5	2,444	15%
Year 6	2,810	15%
Year 7	3,232	15%
Year 8	3,717	15%
Year 9	4,274	15%
Year 10	4,915	15%

Strategies:

1. *(Needs to be determined by the Virtual College Leadership Team.)*

Primary Contacts: Ann Garnsey-Harter, Director of eLearning & Gary Kalbfleisch, Director of Technology Support Services.

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GOAL 3: RETAIN STUDENTS OF COLOR ENROLLMENT

Core Theme 4: Access & Diversity

Objective: Retain enrollment of students of color at 38% or higher of total annual enrollments each year.

Benchmarks:

	API	AA	H	NA	O	% Students of Color
Base Year	18%	9%	8%	2%	2%	40%
Year 1	18%	9%	8%	2%	1%	38%
Year 2	18%	9%	8%	2%	1%	38%
Year 3	18%	9%	8%	2%	1%	38%

[API: Asian/Pacific Islander, AA: African American, H: Hispanic, NA: Native American, O: Other]

Strategies: *(Needs to be developed)*

Primary Contacts: Yvonne Terrell-Powell, Director of Counseling, High School Programs, and Equity, Engagement and Services & Cecilia Martinez Vasquez, Program Manager A, Multicultural Center.

STRATEGIC ENROLLMENT MANAGEMENT PLAN 2011-2013

GOAL 4: INCREASE VETERAN STUDENT ENROLLMENT

Core Theme 4: Access & Diversity

[See Center for Excellence for Veteran Student Success grant awarded by the U.S. Department of Education.]

Objective 1: Increase Veteran student enrollment by 120 or 30% within three years.

Objective 2: Increase the persistence rates of Veteran students from fall to spring quarter from 70% to 75% and from fall to fall quarter from 55% to 60% within three years.

Objective 3: Increase the completion rates of Veteran students earning a certificate or degree (three years from entering cohort) from 35% to 40% within three years.

Objective 4: Increase the number of Veteran students engaged in the community through transfer to university, employment in the workforce, or through participation in community organizations or services by 10% within three years.

Benchmarks:

	OBJ 1	OBJ 2	OBJ 3	OBJ 4	
	Enrollment	Fall/Spring	Fall/Fall	Completion	Engaged
Base Year	402	70%	55%	35%	TBD
Year 1	442	71%	56%	36%	5%
Year 2	482	73%	58%	38%	8%
Year 3	522	75%	60%	40%	10%

Strategies:

1. Increasing information and support prior to entry.
2. Creating Transitional Bridges of support to assist veteran students as they move from entry to exit.
3. Strengthening existing services and augmenting resources.
4. Facilitating intentional campus communication and accountability on veteran's issues through the Campus Veterans Education Team (CVET).

Primary Contacts: Kim Thompson, Director of Office of Special Services & Angela Atkinson, Program Coordinator, Veteran's Services

STRATEGIC ENROLLMENT MANAGEMENT PLAN 2011-2013

GOAL 5: DEVELOP DEPARTMENT ENROLLMENT TARGETS

Core Theme 2: Program Excellence and Core Theme 4: Access and Diversity

Objective: Enrollment targets will be developed by each department by the end of February annually for the upcoming academic year.

Benchmarks:

	% Departments w/Targets
Base Year	0%
Year 1	75%
Year 2	100%

Strategies:

1. Each department will develop annual enrollment targets at part of the program review process (currently being developed by the Deans).

Primary Contacts: Norma Goldstein, Dean of Humanities & Dave Cunningham, Dean of Workforce Development.

STRATEGIC ENROLLMENT MANAGEMENT PLAN
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MARKETING & RECRUITMENT STRATEGIES

Strategies:

1. Update and improve website information and navigation
2. Increase recruitment efforts in local high schools, middle schools, and elementary schools.
3. Develop SCC speakers (staff, faculty, and student speakers) able to deliver the “stump” speech with common Powerpoint, brochure, and talking points.
4. Explore social networking options for marketing and recruitment
5. Explore third party vendors for outreach such as Blackboard or Presidium
6. Further utilize existing resources such as IMS

NEXT STEPS

1. Monitor and revise goals, objectives, benchmarks, and strategies annually.
2. Review and set retention and persistence goals, objectives, benchmarks, and strategies.
3. Review and set student success goals, objectives, benchmarks, and strategies.