

Enrollment Management Committee Goals

Goal 1: Collaborate with Outreach, Academic Affairs, Student Services, and high school leadership to increase the presence and visibility of SCC at high schools.

Strategies	Benchmarks	Responsible Party	Action Taken
<p>Identify a task force that includes members from outreach and counseling</p>	<p>Task force formed</p>	<p>Annually convened task force comprised of a member from each of the following:</p> <ul style="list-style-type: none"> • Enrollment Management Committee • Marketing Task Force • Outreach • Counseling 	<ul style="list-style-type: none"> • Group periodically meets to work on dual enrollment. • Foothold in 4 High Schools • Participating in Dual Enrollment Conference on October 28 with OUSD Executive Director of Secondary Education and Assistant Principals. • 3rd semester offering courses at high schools • Marketing—ads at OUSD • Statistics collected <ul style="list-style-type: none"> ○ #CAP students v. # non-CAP students ○ Grades of CAP students v. non-CAP students • Conference in spring regarding pathways
<p>Document/communicate the efforts made by each of the groups toward this goal and identify/collect relevant data</p>	<p>Evidence is identified and collected</p>	<p>Annually convened task force comprised of a member from each of the following:</p> <ul style="list-style-type: none"> • Enrollment Management Committee • Marketing Task Force • Outreach • Counseling 	
<p>Analyze the impact through data analysis and results of surveys</p>	<p>Data (number of visits, student contacts leading to: applications, testing days, early welcome numbers) is collected, disseminated, and analyzed to show if we had increases compared to prior year</p>	<ul style="list-style-type: none"> • Office of Institutional Effectiveness & Research 	

Goal 2: Collaborate with Outreach, the Marketing Task Force, Academic Affairs, Student Services, and local community-based organizations to increase the presence and visibility of SCC in the community.

Strategies	Benchmarks	Responsible Party	Action Taken
<p>Identify/create a group to explore, document, and disseminate possible community events in which members of SCC can be involved</p>	<ul style="list-style-type: none"> • Consultations occurred with Outreach, RSCCD & SCC marketing groups, Academic Affairs, and Student Services to identify current relationships with community-based organizations (CBO) • Created a list of regular community events • Created a list of target CBOs with whom SCC would like to affiliate • Recruited SCC representatives to coordinate with CBOs • Publicized SCC involvement in community events and the surrounding communities at least once per semester 	<ul style="list-style-type: none"> • Annually convened task force comprised of a member from each of the following: <ul style="list-style-type: none"> ○ Enrollment Management Committee ○ Marketing Task Force ○ Outreach ○ Academic Affairs ○ Student Services ○ Administrative Services (calendar with community events) • RSCCD Public Affairs Office 	<ul style="list-style-type: none"> • Marketing task force includes member from the SCC Foundation • Marketing plan is in year 2 • What Happens Here Matters • Branding tool kit <ul style="list-style-type: none"> ○ flyer and PowerPoint templates ○ videos • Student focus groups • Signature programs approved by Senate and College Council • Fall and spring presentation from the annual signature programs to the Senate. • Initial efforts of campaign appear of SCC website.
<p>Collect a list of the community events that are currently held at SCC</p>	<ul style="list-style-type: none"> • List is created with SCC point of contact identified 	<ul style="list-style-type: none"> • Annually convened task force comprised of a member from each of the following: <ul style="list-style-type: none"> ○ Enrollment Management Committee ○ Marketing Task Force ○ Outreach ○ Academic Affairs ○ Student Services ○ Administrative Services (calendar with community events) 	

Collect information regarding the possibility and cost of advertisements (freeway signage, billboards, bus sides, online media, relocation of college electronic marquee, etc.)

- A reference guide for advertisements is created and funding streams are considered
- RSCCD Public Affairs Office
- Marketing Task Force

Incorporate SCC's identified branding messages & visuals when creating a presence in the community (SCC branding is currently being researched by Marketing Task Force)

- SCC visuals used in the community are aligned with the college's branding guidelines
- Signature programs have visual presence on website and in marketing materials (pending approval from Academic Senate & College Council)
- Website Committee
- Academic Senate
- College Council
- Marketing Task Force
- Graphic Design Manager
- RSCCD Public Affairs Office

Periodically determine satisfaction and needs of the service area community

- Administered baseline survey to community assessing satisfaction and needs
- Administered follow-up survey to community assessing satisfaction and needs to track progress
- RSCCD Research
- Office of Institutional Effectiveness & Research

Goal 3: Utilize data to inform and make recommendations to provide course offerings that are more reflective of student demand and enrollment goals.

Strategies	Benchmarks	Responsible Party	Action Taken
Determine the measurement(s) that would reflect how well the schedule meets student demand	Measurement(s) determined	<ul style="list-style-type: none"> • V.P. Academic Affairs • Division Deans • Admissions & Records • Office of Institutional Effectiveness & Research 	<ul style="list-style-type: none"> • Waitlists have been analyzed • Proposed Course Offering form distributed to department chairs • CTE internship program being developed
Determine what data would be necessary to fully identify student demand	List is created and data is collected	<ul style="list-style-type: none"> • V.P. Academic Affairs • Division Deans • Admissions & Records • Office of Institutional Effectiveness & Research 	
Analyze data to make recommendations to optimize student success/retention	Recommendations are made	<ul style="list-style-type: none"> • Admissions & Records • Office of Institutional Effectiveness & Research 	
Analyze the impact of the recommendations	Data is collected and analyzed	<ul style="list-style-type: none"> • Admissions & Records • Office of Institutional Effectiveness & Research 	
Analyze historical and current enrollment trends to provide recommendations for attaining enrollment goals	Recommendations are made	<ul style="list-style-type: none"> • Admissions & Records • Office of Institutional Effectiveness & Research 	

Goal 4: Collaborate with appropriate stakeholders to support student learning by increasing retention, success, and completion.

Strategies	Benchmarks	Responsible Party	Action Taken
Create a research tool to collect information about characteristics that may predict student success and retention	Tool is created and piloted	Coordinated by the Office of Institutional Effectiveness and Research <ul style="list-style-type: none"> • Admissions & Records • Divisions Deans • Counseling • Learning Support Services • Office of Student Success & Equity • Information Technology 	<ul style="list-style-type: none"> • Predictors of success tools from other institutions were evaluated • Discover SCC involves students helping other students • First Year Support Corner being developed as a single place to connect students to services • Acceleration <ul style="list-style-type: none"> ○ being piloted in both Math and English ○ Faculty and administration attending multiple conferences • Early alert
Analyze our current student and learning support services to determine approaches that promote a successful and sustainable learning environment	Analysis has occurred and preliminary list of needs and determined approaches identified	Coordinated by the Office of Institutional Effectiveness and Research <ul style="list-style-type: none"> • Student Services • Learning Support Services • Division Deans 	
Identify critical courses that fulfill requirements allowing large numbers of students to complete programs within two years and ensure that these courses are offered on a regular basis	Creation and analysis of matrix indicating courses supporting degrees and certificates and numbers of students served; commitment to ensure consistent availability of such courses recommended to governance groups	<ul style="list-style-type: none"> • Counselors • Division Deans • Department Chairs • Office of Institutional Effectiveness & Research 	
Institutionalize the systematic and ongoing collection and analysis of data relating to scheduling (grid, day/night, duration, days of week, method of delivery, semester/summer/intersession) patterns and impacts thereof that has, in the past, been analyzed on an ad-hoc basis	Identify timeline, format, and responsibilities for data collection, dissemination, and discussion within the collegial governance framework	<ul style="list-style-type: none"> • Enrollment Management Committee • Admissions & Records • Office of Institutional Effectiveness & Research • Division Deans • Department Chairs 	

Goal 5: Utilizing the College’s data from the Student Equity Plan, program reviews and other sources, implement strategies that will decrease the equity gaps amongst disproportionately impacted students.

Strategies	Benchmarks	Responsible Party	Action Taken
Identify strategies being implemented at SCC relevant to enrollment management that target equity gaps	A list of strategies is created from the Student Equity Plan, program reviews, DPPs, and other appropriate sources	Annually convened task force comprised of Enrollment Management Committee members	<ul style="list-style-type: none"> • Student equity plan developed and disseminated • Equity speakers and workshops
Determine if research can be conducted to determine which strategies are most successful	Refine list as created	Office of Institutional Effectiveness & Research	
Review the effectiveness of strategies and provide college wide recommendations	Provide recommendations	<ul style="list-style-type: none"> • Office of Institutional Effectiveness & Research • Annually convened task force comprised of Enrollment Management Committee members 	

Goal 6: Provide recommendations that ensure a balance between comprehensive, high-quality course offerings and fiscally responsible practices.

Strategies	Benchmarks	Responsible Party	Action Taken
<p>When needed, provide analysis of and recommendations for fiscally responsible practices at times of growth and times of contraction without diminishing the quality of course offerings and that also maintain the integrity of educational pathways</p>	<p>Provide recommendations when needed or requested</p>	<ul style="list-style-type: none"> • V.P. Academic Affairs • Division Deans • Office of Institutional Effectiveness & Research • Curriculum and Instructional Council 	<ul style="list-style-type: none"> • Class capacity discussion in CIC, Senate, and Joint Chairs which resulted in agreements at the department level • Minimum enrollment of 20 requirement removed from Board Policy