

## ENROLLMENT MANAGEMENT PLAN GOALS –DISCUSSION DRAFT

1. Improve outreach and increase SCC involvement to increase recruitment and enrollment:
  - Highlighting SCC successes
  - Targeting feeder high schools
  - Holding events at SCC as well as in the community
  - Expanding or duplicating current SCC efforts that are working
  - Broaden Scope of appeal in community
  - Strengthen marketing efforts to attract and enroll a diverse student population
  - Create name recognition
2. Employ excellent personnel dedicated to seamless enrollment management processes
3. Provide comprehensive course offerings that reflect student demand and need
4. Increase retention and completion rates
5. Improve auxiliary services (e.g. cafeteria, student center, bookstore) to increase student access, retention, and persistence
6. Decrease equity gap
7. Align enrollment management process with EMP goals (Do we want to wait on this one to see if our goals are aligned with the EMP—Is this more of a committee goal rather than a plan goal?)
8. Evaluation
  - Collect student data: each semester as they go—after they complete (can't be an option—will need to be required.