

2018-2019 SEM Activity Plan

ACT #	ACTIVITY DESCRIPTION	STAKEHOLDERS	METRIC	TARGET GOAL
1	RECRUITMENT			
1.1	Develop a consistent market definition of the college service area and establish ongoing relationships with K-8, high school, business and community organizations within this area.			
1.1.1	Create an outreach plan detailing how and when the College will partner with businesses	Dean of Academic Innovation	Project Completion	Project Completion
1.1.2	Use data provided by the PRD department to prioritize recruitment efforts based on the number of potential students	PRD, Recruitment and Outreach	Potential Students	75% Potential Students
1.1.3	Partner with community organizations where SMCC recruitment could promote the college	Recruitment and Outreach	Community Organizations	5
1.1.4	Implement the pre-enrollment offerings of Get Admitted Workshops, Accuplacer Testing and Financial Aid workshops at the Cesar Chavez Library	Recruitment and Outreach	Inquiries received	50
1.1.5	Establish cooperative partnerships in the community for outreach events to share information about SMCC programs for military-affiliated students	Veterans Services	Inquiries from military-affiliated prospects	50
1.2	Leverage college events as an opportunity to transition participants into SMCC students.			
1.2.1	Generate new enrollment inquiries through the creation of a Wellness/Sports Camp Day with high school seniors as a cohort/focus group	Athletics	New inquiries	5
1.2.2	Host High School Student Council Leadership Day at SMCC for students from South Mountain High School, Cesar Chavez High School and Betty Fairfax High School student council members	Student Life	HS student council members attending SMCC	20
1.2.3	Create Cougar Preview events for military-affiliated prospective students for fall 2018 and spring 2019 terms	Veterans Services, Recruitment and Outreach	Military-affiliated prospects attending	225
1.2.4	Increase new enrollment of community supporters and spectators through contact card inquiries for the 2018-2019 academic year	Athletics	New inquiries	50
1.2.5	Increase enrollment into AGECE credit degrees at Guadalupe Center through a pipeline beginning with GED prep to local community (both tribal and non-tribal participants), in collaboration with Pascua Yaqui Tribe. Enrollment in credit classes towards AGECE by Summer 2019.	Guadalupe Center	Students matriculating to SMCC	24
1.3	Establish greater efficiency and effectiveness throughout the recruitment process.			
1.3.1	Identify key faculty by discipline to promote programs at recruitment events	Recruitment and Outreach, Faculty	Faculty	10
1.4	Provide ongoing training for all college staff responsible for recruitment functions to ensure consistency, accuracy and comprehensiveness of all interactions.			
1.4.1	Informational sessions regarding STEM Bioscience, Hermanas, and Si Se Puede to Maricopa Institute of Technology	Early College	Sessions	2 sessions/year
2	ENROLLMENT & REGISTRATION EXPERIENCE			
2.1	Develop and implement college-wide customer service standards.			
2.1.1	Maintain customer service standards to foster a culture of "One South Mountain" where all students are provided with a consistent experience by all employees.	Welcome Center	Project Completion	Project Completion
2.2	Implement a one-stop model approach to the entire student enrollment and registration experience.			
2.2.1	Increase enrollment by offering Enrollment Days at multiple times throughout each enrollment season during 2018-2019	Recruitment and Outreach	Students enrolled at events	50 students/event
2.3	Leverage strategic communication to potential and current students as an essential tool to promote awareness of key events in the enrollment and registration experience.			
2.3.1	Recruit parents of early college participants to enroll into English Innovation program cycles	Early College	Attendees	25 parents to attend 1 of 3 E.I. cycles
2.3.2	Increase the number of ACE, Hoop and Dual Enrollment students that continue on to SMCC by providing one-on-one advising sessions and NSO	Early College	Program students matriculating to SMCC	100
2.3.3	Develop consistent strategies for communicating cancelled courses and providing alternative courses to students as a result of Go/No-Go	Learning	Project Completion	Project Completion
2.3.4	Increase the number of students with 30+ credit hours who have stopped/dropped out to re-enroll in credit courses during the 2018-2019 academic year	Career and Educational Planning	Students re-enrolling	50
2.4	Establish proactive academic advising efforts with a targeted focus to effectively address new, continuing, former, career and transfer students.			
2.4.1	Engage discipline specific faculty to serve as program advisors	Learning	Participating Faculty	5
2.4.2	Create and implement a structure that focuses on individual programs and student cohorts with an advisor(s) that specializes in specific programs to maximize efficiency and knowledge	Career and Educational Planning	Advisors Assigned to Programs	100% Advisors
2.4.3	Implement the Enrollment Express Day model for registering new student/athletes	Athletics	S/As enrolled compared to # on team roster or LOI	80% of incoming freshmen enrolled by 3rd week of May
3	RETENTION			
3.1	Utilize strategic communication to students to promote college success, goal completion, transfer and graduation. ☑			
3.1.1	Apply for grants to accept more students into ACE, Hoop and Dual Enrollment and provide scholarships to students to continue at SMCC	Early College	Students participating in ACE, Hoop, and DE	150
3.2	Enhance student engagement in campus events and activities.			
3.2.1	Create and implement an Adult Readiness Program	Learning	Student participants	50 students (25% increase each year thereafter)
3.2.2	Collaborate with CPD150 instructors to incorporate the "I Will Graduate" Student Success Fair event into the curriculum for student participation during the Spring 2019 semester	Recruitment and Outreach, Learning Division	CPD150 students attending	75
3.3	Implement systemic processes to facilitate student retention.			
3.3.1	Provide support to stakeholders conducting focus groups to better understand impacts to enrollment	PRD	Participants	1 per year
3.3.2	Provide support to student surveys that identify reasons why students enroll and/or do not continue at SMCC	PRD	Student participants	100
3.3.3	Create and implement a fast-track boot camp for CTE programs	Learning	Student participants	15 students/2 cohorts per year
3.3.4	Increase retention of BNFP/PCST cohorts by creating student groups in SIS by Fall 2018	Allied Health	Students in current cohorts	90
3.3.5	Establish a Priority Registration Enrollment event/campaign for Fall 2018 CPD150 students to increase enrollment for the Spring 2019 semester	First Year Experience	Fall 2018 CPD150 students enrolled for Spring 2019 by 12/1/18	60%
4	PROGRAMS & COURSE OFFERINGS			
4.1	Continue to offer and create programs that meet the changing needs of students and the community and ensure that these programs can be completed in a two-year time period.			
4.1.1	Research, develop and implement stackable credentialing programs to offer certifications to enhance existing degree/certification programs (e.g. Computer Science)	VPL, Scheduling, Faculty	Stackable Programs	2 programs per year
4.1.2	Conduct student research and create a dynamic scheduling plan that schedules courses at peak demand times for both day and evening students; increase alternate course offerings (i.e. hybrid, online, flexible start classes, single day, weekend etc.), and include ongoing schedule review for student needs with process instructions for requesting course scheduling changes	VPL, Scheduling, Faculty	Project Completion	Project Completion
4.1.3	Meet with industry leaders to understand their "in-house" training needs and discuss and develop training tailored to their needs	VPL, Scheduling, Faculty	Businesses contacted	8 per academic year
4.1.4	Increase enrollment through South Mountain Coding Academy that focuses on programming, mobile app development and web coding beginning in Fall 2019	Guadalupe Center	Students enrolled in Coding Academy	40
4.1.5	Increase enrollment/retention/completion of allied health students by creating CCLs or stackable certificates, i.e. Spanish for Healthcare, by Fall 2019	Allied Health	New and current MCCCD students	48 students by Spring 2021
4.2	Continuously evaluate and communicate changes in college certificate and degree offerings to all stakeholders.			
4.2.1	Create a communication plan to inform staff of the process and updates/changes to program offerings, courses, activities, and procedures	VPL, Faculty	Project Completion	Project Completion
4.2.2	Conduct data informed program review that drives future planning in a three year cycle	President's Office	Project Completion by program	3 years per program/dept