2020-2021 SEM Plan

ACTIVITY #	ACTIVITY DESCRIPTION	ACTIVITY DESCRIPTION WITHIN THE VIRTUAL ENVIRONMENT	RESPONSIBLE PARTY	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	Maintain or increase enrollment into Early College Programs by creating an online recruitment and application process for high school students by the end of 2020. This would include updating the Early College website for ACE, Dual Enrollment and HOL and providing a link for application to be sumitted via dynamic forms.	Maintain or increase enrollment into Early College Programs by creating an online recruitment and application process for high school students by the end of 2020. This would include updating the Early College website for ACE, Dual Enrollment and HOL and providing a link for application to be sumitted via dynamic forms.	Early College	# of Online Application Received	10%
1.1.2	Increase American Indian student headcount by 7% for fall 2020 and spring 2021 by working with high school Native American Programs, local tribal communities, and American Indian organizations.	Create online presentation via Google Meets or Zoom to highlight SMCC Certificates and Programs for potential American Indian students (concurrent, non-traditional, and traditional). Presentations will focus on support services of American Indian Coordinator, other community partners (Phoenix Indian Center, Native Health and Heard Museum) and tribal scholarship opportunities. A total of 4 presentations offered in Fall 2020 and three for Spring 2021.	American Indian Student Center	American Indian student headcount	7%
1.1.3	Increase enrollment at extended campus sites by promoting AGEC-A Completions at Guadalupe and Laveen through coordinated outreach opportunities with the college advisors. In addition, Extended Campuses to host info sessions about AGEC-A and online enrollment process.	Increase enrollment at extended sites by continuing virtual meetings with community partners and highlighting educational opportunities in Guadalupe and Laveen to include expansion of online modalities and technology/academic support that is available.	VPL	# of new enrollments at Guadalupe and Laveen sites	8 % increase of students at both locations
1.1.4	Increase enrollment at extended sites by working with the embedded advisor at Betty Fairfax HS and within the Tempe Union HSD to participate in advisory presentations to high school seniors.	Increase enrollment at extended sites by working with the embedded advisor at Betty Fairfax HS and within the Tempe Union HSD to present to high school seniors via Google Meets.	VPL	# of new enrollments at Guadalupe and Laveen sites	8% increase of students at both locations
1.1.5	Create an interest in SMCC's Construction Institute among AAEC graduates and family members by sending out promotional mailers to AAEC 2017 to 2020 graduates and their families during summer 2020 and again through the 2020-21 academic year.	Create an interest in SMCC's Construction Institute among AAEC graduates and family members by sending out promotional mailers to AAEC 2017 to 2020 graduates and their families during summer 2020 and again through the 2020-21 academic year.	VPL/Enrollment Services	10% (30) of the audience fill out the CI interest form on SMCC webpage	5% (15) of the audience enrolling in the CI Program for fall 2020/spring 2021
1.1.6	Coordinate high school visits in Spring 2021 with Administrative staff, Early College, and Recruitment and Outreach at coordinating, supporting, private and charter schools within the service area.	Coordinate virtual high school visits in Spring 2021 with Administrative staff, Early College, and Recruitment and Outreach at coordinating, supporting, private and charter schools within the service area. Virtual meetings will be scheduled using the platform that works for all parties. Copies of handouts and promotional materials will be sent via electronic mail.	Stacey Wright	# of visits completed	10-14 visits
1.1.7	Create awareness and recruitment opportunities around 5 specialty programs for Fall 2021 enrollment	Create awareness and recruitment opportunities around 5 specialty programs for Fall 2021 enrollment: Virtual Meet the Professor events, HS Counselor sessions, Cougar Preview for specialty programs	Recruitment	# of students enrolled in 5 specialty programs for Fall 2020	5
1.1.8	Increase the number of students participating in SMCC clubs by 5% by creating collaborative relationships with club advisors and embedded FOI high schools advisors	Increase the number of students participating in SMCC clubs by 5% by creating collaborative relationships with club advisors and embedded FOI high schools advisors	Student Life & Leadership	# of students participating in clubs/organizations at SMCC	5%
1.2	**Leverage college events as an opportunity to transition participants into SMCC students.**				
1.2.1	Promote American Indian student engagement events to increase participation during the 2020-21 academic year.	Connect with American Indian community partners (Phoenix Indian Center, Native Health, etc.) to share new certificates and programs available at SMCC and coordinate monthly virtual presentations to co-present with organizations to their participants and have currently enrolled students share experiences and educational goals to better connect from a student perspective.	American Indian Student Center	number of attendees	5% increase
1.2.2	Coordinate Administrative presence (President, VPs and Deans) at all community events held on campus including but not limited to library, athletic events, and PAC performances.	Coordinate Administrative presence (President, VPs and Deans) at any community events held virtually, including but not limited to library and PAC performances.	Stacey Wright	# of events covered	4 events per semester, one event per month
1.3	**Establish greater efficiency and effectiveness throughout the recruitment process.**				
1.3.1	Create and deliver messages, workshops to currently enrolled scholarship students during their senior year in High School to encourage them to re-enroll and register for Summer and Fall classes at South Mountain	Coordinate and create online workshop modules along with LIVE Online information sessions coordinated with NSO and Recrutiment	Early College	Early College Program students enrolling at SMCC	15%

1.3.2	Implement a process to recruit students from participating high schools to enroll into early college programs (ACE/ DUAL / HOOPS) on the self-pay option during the fall 2021 enrollment cycle.	Create Online videos for recruitment along with providing opitions for families to apply for Early College programs if students do not quality by providing self-pay option along with payment plan	Early College	# of self-pay students	- ACE 10% - Dual
1.3.3	Utilize Canvas communications to enhance rentention rates for American Indian Students during the 2020-21 academic year.	Utilize Canvas communications to enhance rentention rates for American Indian students during the 2020-21 academic year.	American Indian Student Center	Retention rate for American Indian students	
1.3.4	Increase the number of Upward Bound participants matriculating to SMCC by aligning SMCC/MCCCD recruitment models with Upward Bound recruitment models.	Increase the number of Upward Bound participants matriculating to SMCC by aligning SMCC/MCCCD recruitment models with Upward Bound recruitment models.	TRiO	# of UB participants matriculating to SMCC	50% of graduating class
1.3.5	Work with CTE Program coordinators and Marketing Department to develop strategies to recruit potential veteran students into Construction Trades Programs for spring 2021.	Work with CTE Program coordinators and Marketing Department to develop strategies to recruit potential veteran students into Construction Trades Programs for spring 2021 via social media campaign.	Veterans	# of veteran students enrolled in CTE Programs	10 students
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	Increase staff awareness of the MCCCD Course Placement model utilizing Multiple Measures. Within developmental education transformation, student assessment and placement has become more complex. By empowering frontline staff with the knowledge to assist students in navigating this important enrollment step (Step 2), we can increase enrollment	Provide virtual training during all Student Affairs professional development, email communications, and meetings with departments to increase staff awareness of the MCCCD Course Placement model utilizing multiple measures.	Testing Services	% of staff who identify multiple measures and who use "determine placement" language over "placement testing"	80%
1.4.2	Educate the Career and Educational Planning team on the use of the Pathway Planner and facilitate virtual workshops (live and recorded) on the Pathway Planner	Educate the Career and Educational Planning team on the use of the Pathway Planner and facilitate virtual workshops (live and recorded) on the Pathway Planner	Career and Educational Planning	Staff training completion and utilization	100% of analysts trained on and incorporating Pathway Planner in advisement sessions
2	*ENROLLMENT & REGISTRATION EXPERIENCE*				
2.1	**Develop and implement college-wide customer service standards.**				
2.1.1	Have all new employees participate in a Strengths Essentials workshop as part of the New Employee Onboarding process.	Have all new employees participate in a Strengths Essentials workshop as part of the New Employee Onboarding process.	Alicia Sangha	# of employees participated	At least two session each semester
2.1.2	Have all new employees take the 5 Voices assessment and participate in GiANT workshops focused on employee development as part of the New Employee Onboarding process.	Have all new employees take the 5 Voices assessment and participate in GiANT workshops focused on employee development as part of the New Employee Onboarding process.	Alicia Sangha	# of employees participated	Series of three workshops in the Fall and Spring semesters
2.2	**Implement a one-stop model approach to the entire student enrollment and registration experience.**				
2.2.1	Increase financial literacy knowledge of students and the community by enhanced opportunities for financial literacy, budgeting, borrowing and financial planning presentations on-campus, off-campus, and in classes during fall 2020 and spring 2021.	Increase financial literacy knowledge of students and the community by creating virtual workshops for financial literacy, budgeting, borrowing and financial planning presentations to be available during fall 2020 and spring 2021.	Dean of Enrollment Services	Number of Sessions Offered	4 sessions per semester
2.2.2	Increase the number of FAFSA completers for 2020/2021 by offering on-campus Financial Aid workshops that cover FAFSA completion, Satisfactory Academic Progress (SAP), Scholarship opportunities, and important dates	Increase the number of FAFSA completers for 2020/2021 by offering virtual workshops and on-on-one sessions that cover FAFSA completion, Satisfactory Academic Progress (SAP), Scholarship opportunities, and important dates	Financial Aid	Number of students completing the FAFSA	Increase from 58% to 60% of federal student aid population
2.2.3	Increase enrollment for fall 2021 by offering Enrollment Days at multiple times throughout each enrollment season during 2021 enrollment season	Increase enrollment for spring 2020 and fall 2021 by creating an online Enrollment Day experience for Phoenix Union high school graduates during the spring 2020 and 2021 enrollment seasons	Recruitment and Outreach	Number of students enrolled at events	50
2.2.4	Develop a one-stop concept within the athletic department during the fall of 2020 to accommodate admission, advising, enrollment, and financial aid assistance for student-athletes.	Create a process to assign employees within the athletic department that have experience with admissions, advising, enrollment, and financial aid, to collaborate on a one-stop service for student-athletes.	Athletics	# of student-athletes to experience the full process for this academic year	40 student-athletes, approx. 25%, should experience the full process for this academic year.
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	Continue to partner with recruitment and enrollment services to message and promote to students using all available communication methods: web, social media, email, on-campus screens, marquee, as well as paid and promotional advertising and marketing	Continue to partner with recruitment and enrollment services to message and promote to students using all available communication methods: web, social media, email, on-campus screens, marquee, as well as paid and promotional advertising and marketing	Bruce Battle	# of messages	At least 1 per week

2.3.2	Increase text messaging communication during fall 2020 and spring 2021 using TextAim and CampusCast for providing key information and answering student questions related to the College.	Increase text messaging communication during fall 2020 and spring 2021 using TextAim and CampusCast for providing key information and answering student questions related to the College.	Dean of Enrollment Services	# of student contacts	80,000 contacts
2.3.3	Create and send notification to every student who was recently purged from their courses to alert them of the action with options for them to follow to re-register.	Create and send notification to every student who was recently purged from their courses to alert them of the action with options for them to follow to re-register.	Contact Center	% of recovered students	75%
2.3.4	Increase enrollment at extended sites by working with the embedded advisor at Betty Fairfax HS and within the Tempe Union HSD to present to high school seniors via Google Meets.	Increase enrollment at extended sites by working with the embedded advisor at Betty Fairfax HS and within the Tempe Union HSD to present to high school seniors via Google Meets.	Kyle Mitchell	# of extended site enrollments	10%
2.4	**Establish proactive academic advising efforts with a targeted focus to effectively address new, continuing, former, career and transfer students.**				
2.4.1	Implement the AAEC Enrollment Experience for fall-to-spring and spring-to-fall enrollments in 2020/2021 with SMCC staff present at AAEC during their HS advising sessions	Implement the AAEC Enrollment Experience for fall-to-spring and spring-to-fall enrollments in 2020/2021 using email communications between SMCC and AAEC staff	Enrollment Services	Percentage of students re-enrolling for the upcoming term	90%
2.5	*Develop and implement strategies to increase financial aid opportunities for new and returning students.*				
2.5.1	Increase number of FAFSAs to 60% of total FAFSA eligible student population for FY21 by collaborating with college advisors and offering FAFSA completion workshops on campus	Increase number of FAFSAs to 60% of total FAFSA eligible student population for FY21 by collaborating with college advisors and offering virtual FAFSA completion workshops and one-on-one completion assistance meetings throughout the fall and spring semesters	Financial Aid	Percent of FAFSA eligible students completing the FAFSA	60%
2.5.2	Create tracking and assistance program for student-athletes with regards to financial aid applications for fall 2020 and spring 2021	Assign individuals within the department to monitor athletic and non-athletic financial aid for all student-athletes. The goal is to have all student-athletes either receiving athletic aid, or completing the FAFSA application (and/or Foundation scholarship application), or a combination of both.	Athletics	% of total student-athletes completing	90%
3	*RETENTION*				
3.1	**Utilize strategic communication to students to promote college success, goal completion, transfer and graduation.**				
3.1.1	Increase online student success to 70% for fall 2020 and spring 2021 by hosting online workshops designed with CTL to assist students with online navigation and resources for both Fall 20 & Spring 21. Outreach regarding workshops done through faculty.	Increase online student success to 70% for fall 2020 and spring 2021 by hosting online workshops designed with CTL to assist students with online navigation and resources for both Fall 20 & Spring 21. Outreach regarding workshops done through faculty.	VPL/Dean	student success rate	70%
3.1.2	African-American student success to 70% for fall 2020 and spring 2021 by hosting online workshops designed with CTL to assist students with online navigation and resources for both Fall 20 & Spring 21. Outreach regarding workshops done through faculty.	African-American student success to 70% for fall 2020 and spring 2021 by hosting online workshops designed with CTL to assist students with online navigation and resources for both Fall 20 & Spring 21. Outreach regarding workshops done through faculty.	VPL/Dean	student success rate	70%
3.1.3	American-Indian student success to 70% for fall 2020 and spring 2021 by hosting workshops to assist students with online navigation and resources. Coordination led by AIC to other internal departments.	Create Zoom workshops to be held every 2 weeks for all current American Indian students to include navigating online tutoring, online student services, faculty presentation (program highlights) other community resources and university partners. Goal is focusing on completion and enrollment for Spring 21.	American Indian Coordinator	student success rate	70%
3.1.4	Increase Success Coaching mentees by 7% by promoting program in Fall 2020 to the following classes CPD 150 (4 classes), HUM 260 (2 classes), and HUM 245 (1 class). Coordinate outreach opportunities with counseling department and CPD 150 instructors online as well as recruit students enrolled in HUM 260 and HUM 245.	Increase Success Coaching mentees by 7% by promoting program in Fall 2020 to the following classes CPD 150 (4 classes), HUM 260 (2 classes), and HUM 245 (1 class). Coordinate outreach opportunities with counseling department and CPD 150 instructors online as well as recruit students enrolled in HUM 260 and HUM 245.	Success Coaching Coordinator	# of new enrollment	7%
3.1.5	Increase enrollment of students with disabilities by 3% by creating and administering a virtual training via Zoom or other meeting forum during the fall 2020 and spring 2021 terms to assist students and their parents as the student transitions into South Mountain Community College.	Increase enrollment of students with disabilities by 3% by creating and administering a virtual training via Zoom or other meeting forum during the fall 2020 and spring 2021 terms to assist students and their parents as the student transitions into South Mountain Community College.	DRS	Enrollment of Students with Disabilities	3% increase
3.1.6	Increase student knowledge and use of the Pathway Planner in setting academic direction by implementing the Pathway Planner in Fall 2020 and Spring 2021 semesters and incorporating strategic communication from FOI analysts to students in advising sessions.	Increase student knowledge and use of the Pathway Planner in setting academic direction by implementing the Pathway Planner in Fall 2020 and Spring 2021 semesters and incorporating strategic communication from FOI analysts to students in advising sessions.	Career and Educational Planning	Number of Fall 2020 and Spring 2021 enrolled students who have a Pathway Planner in SIS	50% of students in each FOI

3.1.7	Integrate tips and support for online learning into the intake and on-boarding process for students, including a discussion of the Instructional Delivery Methods that will be offered in Fall 2020 and Spring 2021 during New Student Orientation (NSO).	In the virtual environment, New Student Orientation will be delivered in the format of synchronous webinars through webEx Events, asynchronous webinar recordings, and asynchronous Canvas modules.	First Year Experience and New Student Orientation	% of Fall 2020 students participating in NSO retained for Spring 2021	60%
3.2	**Enhance student engagement in campus events and activities.**				
3.2.1	Continue to partner with student life to message and promote student engagement opportunities to students using all available communication methods: web, social media, email, on-campus screens, marquee	Continue to partner with student life to message and promote student engagement opportunities to students using all available communication methods: web, social media, email, on-campus screens, marquee	Bruce Battle	# of messages	At least 1 per week
3.2.2	Create online and virtual activities for academic year 2020-2021 to increase student participation and engagement by 5%	Create online and virtual activities for academic year 2020-2021 to increase student participation and engagement by 5%	Student Life & Leadership	# of students who participate in virtual activities	5%
3.3	**Implement systemic processes to facilitate student retention.**				
3.3.1	Increase support to Success Coaching students in their classroom experience during the 2020-2021 academic year by aligning students with a mentor they will meet with three times a semester.	Increase support to Success Coaching students in their classroom experience during the 2020-2021 academic year by aligning students with a mentor they will meet with three times a semester.	Success Coaching Coordinator	student success rate	70%
3.3.2	Provide mentorship and support through 2020/2021 for student development and academic success opportunities for Student Governance Board members to maintain a graduation rate of 85-90%	Provide mentorship and support through 2020/2021 for student development and academic success opportunities for Student Governance Board members to maintain a graduation rate of 85-90%	Student Life & Leadership	# of students who participate in Student Governance	85-90%
3.3.3	Increase new active students with disabilities course completion by 5% by creating an online accessible orientation for fiscal year 2020-21.	Increase new active students with disabilities course completion by 5% by creating an online accessible orientation for fiscal year 2020-21.	DRS	# of new active students with disabilities who complete orientation and successfully complete the semester	5%
3.3.4	Increase retention of new active students with disabilities for the 2020/2021 academic year by 5% by collaborating with Kurzweil and CTL to create training for students, faculty, and staff including embedding Kurzweil in all Canvas courses, conducting workshops to train students to use the resource, and tracking student use.	Host a training event for new active students with disabilities where the trainer will demonstrate how to use Kurzweil's basic reading functions and review how to create study guides and use the split screen to translate and write essays from an outline. Track students use	DRS	% of new active students with disabilities who are retained from 2020-21 to 2021-2022	5%
3.3.5	Re-introduce Faculty Athletic Representative (FAR) program during fall 2020 to increase retention of student-athletes for the 2020-21 academic year. Each Faculty representative would be assigned to each respective sport team, with the intent to serve as a liaison for academic issues and concerns. The FAR would be a resource to discuss academic pathways, refer academic support services, encourage early registration, and promote successes.	Re-introduce Faculty Athletic Representative (FAR) program during fall 2020 to increase retention of student-athletes for the 2020-21 academic year. Each Faculty representative would be assigned to each respective sport team, with the intent to serve as a liaison for academic issues and concerns. The FAR would be a resource to discuss academic pathways, refer academic support services, encourage early registration, and promote successes.	Athletics	# of faculty participants	8 total
3.3.6	Create athletic department enrollment experience for Fall-Spring and Spring-Fall to increase early enrollment of returning student-athletes.	Create athletic department enrollment experience for Fall-Spring and Spring-Fall utilizing virtual team and individual meetings to increase early enrollment of returning student-athletes.	Athletics	% of returning student-athletes enrolled in the 30-day period	90% of returning student-athletes
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	Construction Trades Institute cohort completion rate 80% at the end of summer 2021 through active engagement of faculty directors and CTI staff members and support from community partners	Construction Trades Institute cohort completion rate 80% at the end of summer 2021 through active virtual engagement of faculty directors and CTI staff members and meeting with and support from community partners	VPL	Construction Trades Institutes completion rate	80%
4.1.2	Increase student participation and retention in BNFP by enrolling students in the Spanish for Healthcare CCL	Increase student participation and retention in BNFP by enrolling students in the Spanish for Healthcare CCL	BNFP	% of BNFP students in the Spanish for Healthcare CCL	50%
4.1.3	Connect with business and industry experts through partnerships with the Chambers of Commerce to identify industry needs specific to programs of study offered by SMCC	Connect with business and industry experts through partnerships with the Chambers of Commerce to identify industry needs specific to programs of study offered by SMCC	Stacey Wright	# of Chamber meetings attended	3-4 meetings per semester, 1 per chamber