

ACTIVITY #2	ACTIVITY DESCRIPTION	STAKEHOLDERS	RESPONSIBLE PARTY	STATUS	METRIC	TARGET GOAL	SUMMARY OF WORK
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	Host on-campus events for K-8 students (e.g. College for a Day).	Recruitment	Christopher Erran	In Progress	# Events	4 Events	
1.1.2	Create an outreach plan detailing how and when the College will partner with businesses.	Dean of Academic Innovation	Stephen Hustedde	Reoccurring	Project Completion	Project Completion	
1.1.3	Use data provided by the Planning, Research and Development department to prioritize recruitment efforts based on the number of potential students.	PRD, Recruitment	Damita Kaloostian	Reoccurring	# Potential Students	75% Potential Students	
1.1.4	Partner with community organizations where SMCC recruitment could promote the college.	Recruitment	Christopher Erran	Reoccurring	# Community Organizations	5	
1.1.5	Target local high school seniors with early release to enroll in afternoon and evening courses.	Recruitment	Christopher Erran	Reoccurring	# High School Seniors	100 Students	
1.1.6	Recruit Upward Bound students through presentations in high school classes.	TRIO-Upward Bound	Nicole Wetzel	In Progress	Student participation	50	
1.2	Leverage college events as an opportunity to transition participants into SMCC students.						
1.2.1	Coordinate staff presence at all community events held on campus including but not limited to library, athletic events, and performing arts.	Recruitment, Marketing	Stacey Wright	Reoccurring	# Staff Participating in Community Events	4 Staff Per Event	
1.2.2	Invite students from coordinating and supporting schools to SMCC recruitment activities.	Recruitment	Christopher Erran	Reoccurring	# High School Students in CRM follow up	200 Students	
1.2.3	Distribute recruitment intake cards to participants and family members at sports camps, athletic tournaments and paid game attendees.	Athletics	Todd Eastin	In Progress	intake cards received	5% of attendees	
1.2.4	Invite enrollment staff to participate in the BNFP Information Sessions to work with prospective students to complete the initial application process.	Allied Health	Loida Gutierrez	In Progress	sessions offered/ applications received	7 sessions offered/70 applications received	
1.2.5	Invite enrollment staff to participate in the BNFP Information Sessions to enroll students who do not meet the requirements of the program into alternative programs.	Allied Health	Loida Gutierrez	In Progress	students enrolled outside of program	60	
1.2.6	Invite enrollment staff to participate in the PCST Information Sessions to work with prospective students to complete the initial application process.	Allied Health	Loida Gutierrez	In Progress	sessions offered/ applications received	3 sessions offered/20 applications received	
1.2.7	Invite enrollment staff to participate in the PCST Information Sessions to enroll students who do not meet the requirements of the program into alternative programs.	Allied Health	Loida Gutierrez	In Progress	students enrolled outside of program	15	
1.3	Establish greater efficiency and effectiveness throughout the recruitment process.						
1.3.1	Increase the number of high school seniors from coordinating high schools to complete placement testing, enroll in classes and complete their FAFSA.	Recruitment	Christopher Erran	Reoccurring	# of enrollees	10% increase from previous year	
1.3.2	Create a strategic calendar of all on- and off-campus recruitment events throughout the year and make available to the entire college.	Recruitment	Christopher Erran	Reoccurring	Project Completion	Project Completion	
1.3.3	Identify key faculty by discipline to promote programs at recruitment events.	Recruitment, Faculty	Christopher Erran, VPL	Reoccurring	# Faculty	10	
1.3.4	Implement a process to recruit students from participating high schools to enroll into early college programs.	Early College	Rosa Cota	In Progress	applications received/enrollees per program	Applications: 300-ACE, 100-Hoop, 300-DE Enrollees: 100-ACE, 50-Hoop, 200-DE	
1.3.5	Recruit students into the early college programs that meet the requirements to receive Maricopa grant dollars.	Early College	Rosa Cota	In Progress	students receiving scholarship	100-ACE, 40-Hoop, 100-DE	
1.3.6	Create and implement a program that incentivizes early college program participants to self-pay.	Early College	Rosa Cota	In Progress	self-pay student enrollees	50-ACE, 20-Hoop, 200 DE	
1.3.7	Recruit full self-pay students to participate in the early college programs.	Early College	Rosa Cota	In Progress	self-pay student enrollees	40	
1.3.8	Offer regular placement testing at Betty Fairfax High School during the spring term.	Assessment	Christine Neill	In Progress	# of sessions	10 sessions (2 sessions per month)	
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	Develop and implement a recruiter training plan which includes materials and continuous training dates.	Recruitment	Christopher Erran	Reoccurring	Project Completion	Project Completion	
1.4.2	Informational sessions regarding STEM Bioscience, Hermanas, and Si Se Puede to Maricopa Institute of Technology	Early College	Rosa Cota	Reoccurring	# Sessions	2 Sessions per Year	
2	ENROLLMENT & REGISTRATION EXPERIENCE						
2.1	Enhance the exterior appearance of the college campus.						
2.1.1	Develop a phased approach/plan to create new and/or revitalize the existing monuments on campus to foster an inspiring and inviting environment for students and the community.	Facilities	Brett Garwood, David Bannenberg	In Progress	Project Completion	Project Completion	
2.2	Develop and implement college-wide customer service standards.						
2.2.1	Maintain repository of general college information (FAQs) and train all departments so that consistent information is provided to all students.	Welcome Center	Ralph Thompson	Reoccurring	Project Completion	Project Completion	
2.2.2	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	Ralph Thompson	Reoccurring	Project Completion	Project Completion	
2.3	Implement a one-stop model approach to the entire student enrollment and registration experience.						
2.3.1	Create a strategic roll out plan to implement the "One Stop" model in the SES building; to include space distribution of the area, methodology of the enrollment/registration process, and a timeline of project completion.	Student Development	Osaro Ighodaro	In Progress	Project Completion	Project Completion	
2.3.2	Conduct workshops on campus to inform students on the following resources: Financial Aid, SAP, Loans, submitting paperwork, scholarship opportunities, financial literacy, life resources, shelter information, basic needs, refund dates, deadlines, cougar scholarship, president's scholarship and library resources.	Financial Aid	Inez Moreno-Weinert	Reoccurring	# Workshops	8 Workshops per Term	
2.3.3	Conduct off-campus workshops focused on financial literacy to include budgeting, money management, and default consequences.	Financial Aid	Inez Moreno-Weinert	In Progress	workshops offered	2 per term	
2.3.4	Conduct classroom presentations focused on financial literacy topics.	Financial Aid	Inez Moreno-Weinert	In Progress	Classes participating	40 Per Term Fall 30 Per Term Spring	
2.3.5	Conduct on-campus workshops to assist current and prospective students to complete the FAFSA application process.	Financial Aid	Inez Moreno-Weinert	In Progress	Workshops/ Students Participating	3 workshops/15 students per session	
2.3.6	Conduct off-campus workshops to assist prospective students to complete the FAFSA application process.	Financial Aid	Inez Moreno-Weinert	In Progress	workshops offered	6 per term	
2.3.7	Implement the Enrollment Express Day model for all new to college students.	Recruitment & Outreach	Christopher Erran	In Progress	students enrolled	100	
2.4	Leverage strategic communication to potential and current students as an essential tool to promote awareness of key events in the enrollment and registration experience.						
2.4.1	Create and send tailored message to students who have taken placement tests but have not registered with detailed steps to follow to encourage them to register.	Testing	Christine Neill	Reoccurring	# Communications to Students	100%	
2.4.2	Develop consistent strategies for communicating cancelled courses and providing alternative courses to students as a result of Go/No-Go.	Learning	Stephen Hustedde	Reoccurring	Project Completion	Project Completion	
2.4.3	Create and send notification to every student prior to being purged from their courses with options for them to follow.	ES	Jean Watermolen	Reoccurring	# Communications to Students	100%	
2.4.4	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.	ES	Jean Watermolen	Reoccurring	# Communications to Students	100%	
2.4.5	Enroll 30+ credit students who stopped/dropped out to re-register for courses (3 semesters).	Career and Educational Planning	Suzanne Hipps	Reoccurring	# Students Enrolled	25% of Eligible Students	

2.4.6	Create and send tailored messaging to currently enrolled students to encourage them to fully re-enroll and register at SMCC (i.e. ACE, Dual, AAEC, Athletics, NSO, Veterans, etc.)	Early College	Rosa Cota	Reoccurring	# Communications to Students	100%
2.4.7	Create and implement ongoing communication for the campus to understand the important dates for student financial aid to keep consistent messaging.	Financial Aid	Inez Moreno-Weinert	Reoccurring	Project Completion	Project Completion
2.4.8	Implement a call campaign to students who are currently in the Admit (ADMT) status in CRM.	A&R	Jean Watermolen	In Progress	students moved from ADMT to MATR, student moved from ADMT to ENRL	80% moved to MATR, 50% moved to ENRL
2.4.9	Implement a call campaign/email campaign to students who did not complete a required prerequisite course necessary to remain in a selected next term class (PERC Process).	A&R	Jean Watermolen	In Progress	students re-enrolled	100% of students enrolled into either correct sequence course or another class
2.4.10	Implement a call campaign to students who are a part of the Promise AZ cohort.	Learning	Tillie Chavez	In Progress	Former Promise AZ students enrolled at SMCC	10% of each cohort
2.4.11	Offer one-on-one orientation sessions to educate students to their rights and responsibilities for receiving accommodations and self-enrollment.	DRS	Catherine Pettet	In Progress	Number of students taken through orientation	100% of students registered and using accommodations
2.4.12	Recruit parents of early college participants to enroll into English Innovation program cycles.	Early College	Rosa Cota	In Progress	Number of attendees	25 parents to attend 1 of 3 E.I. cycles
2.4.13	Implement a call campaign to encourage veteran students identified in the CRM to enroll with the College.	Veteran Services	Karla DeVoll	In Progress	Number of student enrolled	100% of students contacted
2.5	Establish proactive academic advising efforts with a targeted focus to effectively address new, continuing, former, career and transfer students					
2.5.1	Engage discipline specific faculty to serve as program advisors.	Learning	Tillie Chavez	Reoccurring	# Faculty Participating	5 Faculty
2.5.2	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	Suzanne Hipps	In Progress	# Advisors Assigned to Programs	100% Advisors
2.5.3	Bring advisors into class for discussions and information sharing	Career and Educational Planning	Suzanne Hipps	Reoccurring	# Classrooms	100% Dev English/Math Courses
2.5.4	Implement the Enrollment Express Day model for registering new student/athletes.	Athletics	Todd Eastin	In Progress	S/As enrolled compared to # of students on roster or LOI	80% of incoming freshmen enrolled as of 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	Identify students who, given their total earned credits, are near completion of a degree or certificate and will communicate this to them in order to encourage enrollment.	Career and Educational Planning	Suzanne Hipps	Reoccurring	Number of students enrolled	80% of eligible students
3.1.2	Implement an event (Grad on the Go) to assist students to apply for graduation and/or enroll into any remaining courses.	Career and Educational Planning	Suzanne Hipps	In Progress	Student participating	100% increase from last year (until event gets going)
3.1.3	Communicate about and encourage faculty to use the early alert student support programs in the first 4 weeks of their class.	Learning	Tillie Chavez	In Progress	Faculty participating	15 faculty using the system within first 4 weeks
3.1.4	Implement a call and email campaign to encourage current TRIO SSS students to enroll into the upcoming term during the Priority Registration period.	TRIO-STEP	Nicole Wetzel	In Progress	Student enrolled	75% of previous year's cohort (excludes graduates)
3.1.5	Offer workshops to current and prospective veteran students focused on personal development and academic support.	Veteran Services	Karla DeVoll	In Progress	Number of workshops offered/Students attending workshops	4 workshops per term/15 students per workshop
3.2	Enhance student engagement in campus events and activities.					
3.2.1	Coordinate club-to-club meeting activities with coordinating high schools	Student Life	Buddy Cheeks	Reoccurring	Number of events per coordinating school	2 meetings/year for each coordinating school
3.2.2	Recruit more employees to participate and help support students during Welcome Week.	Recruitment	Christopher Erran	Reoccurring	# Employees Participating	5 Additional Employees
3.2.3	Create and implement an Adult Readiness Program.	Learning	Angie Glick	In Progress	Student participants	50 students (25% increase each year thereafter)
3.3	Implement systemic processes to facilitate student retention.					
3.3.1	Conduct student focus groups to identify why students continue to enroll at SMCC.	PRD	Damita Kalostian	Reoccurring	# of participants	50 per semester
3.3.2	Create and implement a student exit survey to identify reasons why students do not continue at SMCC.	PRD	Damita Kalostian	Reoccurring	# of students that participate	100
3.3.3	Incorporate early registration into student/athlete workshops during enrollment periods for fall and spring term.	Athletics	Todd Eastin	In Progress	students enrolled	80% enrolled by 11/1 (spring) or 4/8 (fall)
3.3.4	Create and implement a fast-track boot camp for CTE programs.	Learning	Stephen Hustedde	In Progress	# of students that participate	15 students/2 cohorts per year
3.3.5	Increase the percentage of SSI cohort students who complete New Student Orientation.	Student Success	Callan Fay	In Progress	New SSI students completing NSO	80% of SSI Cohort (Fall)
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	Review all current programs to ensure that all courses associated with the program are offered within a two year time period.	ES, VPL, Faculty	Dean of Academic Innovation	In Progress	# Programs Reviewed	100% Programs
4.1.2	Research, develop and implement stackable credentialing programs to offer certifications to enhance existing degree/certification programs (e.g. Computer Science).	VPL, Scheduling, Faculty, ES	Tillie Chavez	In Progress	# Stackable Programs	2 programs per year
4.1.3	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, ES	Scheduling, Division Chairs	In Progress	Project Completion	Project Completion
4.1.4	Meet with industry leaders to understand their "in-house" training needs and discuss and develop training tailored to their needs.	VPL, Scheduling, Faculty, ES	Tillie Chavez	In Progress	# of businesses contacted	8 per academic year
4.1.5	Create a combined CPD150/Storytelling cohort for student veterans.	Veteran Services	Karla DeVoll	In Progress	Students in cohort	24
4.2	Continuously evaluate and communicate changes in college certificate and degree offerings to all stakeholders					
4.2.1	Create a document summarizing the degree/certificate creation process.	ES, VPL, Faculty	Tillie Chavez	In Progress	Project Completion	Project Completion
4.2.2	Create a communication plan to inform staff of the process and updates/changes to program offerings, courses, activities, and procedures.	ES, VPL, Faculty	Curriculum Committee	In Progress	Project Completion	Project Completion
4.2.3	Conduct data informed program review that drives future planning in a three year cycle.	SMCC	Dr. Olson, Dr. Ighodaro, Dr. Ortega, Tillie Chavez	In Progress	Project Completion by program	3 years per program/department