STRATEGIC ENROLLMENT MANAGEMENT PLAN
2015-16 Activities

ACTIVITY	ACTIVITY	STAKEHOLDERS	RESPONSIBLE PARTY
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	Identify local feeder schools including public, private and charter K-12 and establish contact with a representative for recruitment and planning purposes.	Early College, TRIO	Rosa Cota, Catherine Pettit
1.1.2	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
1.1.3	Establish a dedicated presence in all service area schools including advertising space and recruitment event opportunities.	Recruitment	Christopher Erran
1.1.4	Identify local businesses and organizations where SMCC recruitment could promote the college.	Recruitment	Christopher Erran
1.1.5	Create an outreach plan detailing how and when the College will interact with prospective schools.	Early College, Recruitment	Christopher Erran, Rosa Cota
1.1.6	Host on-campus events for K-8 students (e.g. College for a Day).	Recruitment	Christopher Erran
1.1.7	Target local high school seniors with early release to enroll in afternoon and evening courses.	Recruitment	Christopher Erran
1.1.8	Meet with key high school student leaders to leverage their influence with students to promote SMCC.	Recruitment, Student Life	Christopher Erran, Buddy Cheeks
1.1.9	Participate in AAEC Parent Orientation.	Student Success	Christopher Erran
1.1.10	Participate in AAEC Open Houses (one per month).	Recruitment	Christopher Erran
1.1.11	SMCC participate in AAEC Freshman Jump Start event.	Recruitment, AAEC	Christopher Erran
1.1.12	Meet with AAEC seniors who will continue at SMCC to complete their degrees.	Student Success	Christopher Erran
1.2	**Leverage college events as an opportunity to transition participants into SMCC students.**		
1.2.1	Provide staff presence at all community events held on campus including but not limited to library, athletic events, and performing arts.	Recruitment	Christopher Erran
1.2.2	Provide promotional materials to staff participating in college-related events to recruit potential students.	Recruitment, Marketing	Jennifer Grentz
1.2.3	Invite AAEC and Hope students to SMCC activities.	Student Success	Christopher Erran
1.2.4	Invite AAEC seniors and Hope students to Cougar Day.	Student Success	Christopher Erran
1.3	**Establish greater efficiency and effectiveness throughout the recruitment process.**		
1.3.1	Utilize cutting edge technology to perform essential recruitment functions.	Recruitment	Christopher Erran
1.3.2	Enroll students at recruitment events using college technology and discontinue the use of paper contact cards.	Recruitment	Christopher Erran
1.3.3	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
1.3.4	Create promotional materials in a variety of formats to support recruitment efforts.	Marketing	Jennifer Grentz
1.3.5	Identify key faculty by discipline to promote programs at recruitment events.	Recruitment, Faculty	Christopher Erran, VPL
1.3.6	Redesigned the college website to function on all devices (desktop and mobile) as well as all internet browsers.	Marketing , IT	Jennifer Grentz
1.3.7	Create a feedback survey that is distributed at events to evaluate the effectiveness of recruitment services.	PRD	Damita Kaloostian
1.3.8	Create and implement contact follow-up procedures for recruitment events.	Recruitment	Christopher Erran
1.3.9	Allow students to register for a new student orientation session without first visiting an advisor.	Student Success	Christopher Erran
1.3.10	Recruit ACE, Dual, Trio, HOOP students using an early college approach to reduce duplication and streamline effectiveness	Recruitment, Early College	Christopher Erran, Rosa Cota
1.3.11	Increase the number of on- and off-campus opportunities for seniors in local high schools to complete placement testing, enroll in classes or complete their FAFSA.	Recruitment	Christopher Erran
1.3.12	Use BOExi Report AD_0034 weekly to connect with potential students who have enrolled but not registered for courses.	AR&R	Jean Watermolen
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	Create a student goal-dependent recruitment script and/or flowchart to assist recruiters with what pertinent information should be provided to potential students.	Student Success	Christopher Erran
1.4.2	Develop and implement a recruiter training plan which includes materials and continuous training dates.	Recruitment	Christopher Erran
2	*ENROLLMENT & REGISTRATION EXPERIENCE*		
2.1	**Enhance the exterior appearance of the college campus.**		
2.1.1	Develop and create a campus revitalization plan to paint campus buildings.	Facilities	Bear Holmes
2.1.2	Create a building naming and signage convention that is intuitive to students and the community that allows easy navigation of college buildings and classrooms.	Facilities	Bear Holmes
2.1.3	Develop a 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	Bear Holmes
2.1.4	Develop a variety of external visuals (e.g. banners, large signage) to promote the college and create a campus environment that fosters student success.	Marketing	Jennifer Grentz
2.2	**Develop and implement college-wide customer service standards.**		
2.2.1	Create a repository of general college information (FAQs) and train all departments so that consistent information is provided to all students.	Welcome Center	Ralph Thompson
2.2.2	Research and implement 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

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2.2.3	Create a more comprehensive Welcome Center equipped to answer general questions, provide campus information, triage student/guest needs, and provide a welcoming environment.	Welcome Center	Ralph Thompson
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.	VPSD	Osaro Ighodaro
2.3.2	Research and purchase a queue system for students/guests to facilitate wait times for services in the SES building.	Student Development	Guy Goodman
2.3.3	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
2.3.4	Provide Accuplacer Testing for AAEC/Hope Academy onsite	Testing	Christine Neill
2.3.5	Promote Boot Camps with AAEC/Hope Academy students	Student Success	Christopher Erran
2.3.6	Host multiple Financial Aid workshop sessions for AAEC/Hope Academy students and parents in the Spring semester.	Financial Aid	Inez Moreno-Weinert
2.3.7	Register AAEC/Hope Academy students	AR&R	Edith Megui
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	Send a letter from the college president congratulating every student who enrolls at SMCC.	AR&R	Jean Watermolen
2.4.2	Create and send notification to every student prior to being purged from their courses with options for them to follow.	AR&R	Jean Watermolen
2.4.3	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.	AR&R	Jean Watermolen
2.4.4	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
2.4.5	Create and send a welcome packet to all students who register for online courses only; to include course information, online course requirements, resources for their needs, links to online resources and tutorials.	Student Success	Christopher Erran
2.4.6	Create and send tailored messaging to co-enrolled students to encourage them to fully enroll and register at SMCC (i.e. ACE, Dual, AAEC, etc.)	Early College	Rosa Cota
2.4.7	Create and send tailored messaging to students who have dropped out of courses with detailed information for them to re-enroll, re-register, and re-apply for financial aid.	AR&R	Jean Watermolen
2.4.8	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
2.4.9	Create and implement a comprehensive FASFA completion program to include: Student/Parent workshops, online tutorials, cross training for dept., optional printed materials, communication plan regarding changes and updates, etc.	Financial Aid	Inez Moreno-Weinert
2.4.10	Create strategies to better promote the scholarship opportunities to high school seniors, potential and current students.	Financial Aid	Inez Moreno-Weinert
2.4.11	Convert Pell eligible FAFSA into SMCC student enrollments.	Financial Aid	Inez Moreno-Weinert
2.4.12	Encourage 30+ credit students who stopped/dropped out to return to SMCC and register for courses.	Career and Educational Planning	Suzanne Hipps
2.4.13	Promote Workforce/CTE programs and courses to potential and current students 25 and older.	Dean of Academic Affairs	Tillie Chavez
2.4.14	Develop communication strategies that target the Veteran population and encourage enrollment of this population.	Veterans Center	Karla DeVoll
2.4.15	Develop consistent strategies for communicating cancelled courses and providing alternative courses to students as a result of Go/No-Go.	VP of Learning	Tillie Chavez
2.4.16	Create a faculty/staff volunteer group responsible for assisting in the contact of students at the various "stop gaps."	Student Success	Christopher Erran
2.4.17	Conduct an AAEC/Hope Academy Parent and Student Orientation annually during the first week of August.	Student Success	Christopher Erran
2.4.18	Provide a main contact person/department list for all resources on campus.	Welcome Center	Ralph Thompson
2.5	**Establish proactive academic advising efforts with a targeted focus to effectively address new, continuing, former, career and transfer students.**		
2.5.1	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
2.5.2	Identify discipline specific faculty to serve as program advisors.	VP of Learning	Tillie Chavez
2.5.3	Create and implement an ongoing training program for all advisors to meet and discuss issues, updates to policies and procedures; collaborate with faculty in the program regarding course/curriculum changes.	Career and Educational Planning	Suzanne Hipps
2.5.4	Utilize the degree audit system to facilitate greater advising efficiency.	Career and Educational Planning	Suzanne Hipps
2.5.5	Facilitate AAEC/Hope Academy advisement sessions	Career and Educational Planning	Suzanne Hipps
2.5.6	Bring advisors into class for discussions and information sharing	Career and Educational Planning	Suzanne Hipps
2.5.7	Increase number of students with Ed plans.	Career and Educational Planning	Suzanne Hipps
3	*RETENTION*		
3.1	**Utilize strategic communication to students to promote college success, goal completion, transfer and graduation.**		
3.1.1	Implment a Priority Registration campaign to encourage current students at SMCC and potentially other MCCCD colleges to enroll within the first week after the class schedule is released.	Marketing	Jennifer Grentz

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3.1.2	Develop communication directed toward students who were previously enrolled either recently or who have "stopped out", and who have not enrolled for the current semester.	AR&R	Jean Watermolen
3.1.3	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
3.1.4	Develop communication directed toward current dual-enrollment students encouraging them to continue taking courses at SMCC upon graduation from high school.	Dual Enrollment	Debbie Nicholson
3.1.5	Encouraged faculty to promote college campaigns including priority registration, open registration and graduation.	Faculty	VPL
3.1.6	Impliment the "I Will Graduate" campaign organized by the District Office.	Recruitment	Christopher Erran
3.2	**Enhance student engagement in campus events and activities.**		
3.2.1	Develop a student club recruitment plan to increase club participation and provide additional engagement opportunities.	Student Life	Buddy Cheeks
3.2.2	Provide and impliment additional school spirit activities and events.	Student Life	Buddy Cheeks
3.2.3	Develop an employee mentor program which incorporates Gallup Strengths.	President	Julie Wechsler, Callan Fay, Christine Neill
3.2.4	Increase the number of transfer student events on-campus.	Career and Educational Planning	Suzanne Hipps
3.2.5	Increase the number of career fairs on campus.	Career and Educational Planning	Suzanne Hipps
3.2.6	Enhance "Welcome Week" activities to allow students to engage with other students, faculty and staff.	Student Success	Christopher Erran
3.2.7	Invite AAEC and Hope students to the Student Success Fair.	Student Success	Christopher Erran
3.2.8	Recruit more employees to participate and help support students during Welcome Week.	Student Success	Christopher Erran
3.3	**Implement systemic processes to facilitate student retention.**		
3.3.1	Utilize the existing District Early Alert system to maximize student success.	Dean of Enrollment	Guy Goodman
3.3.2	Create and implement a student exit survey to identify reasons why students do not continue at SMCC.	PRD	Damita Kaloostian
3.3.3	Conduct student focus groups by division to identify why students continue to enroll at SMCC.	PRD	Damita Kaloostian
3.3.4	Suggest or provide examples of statements for faculty syllabi - Getting Started Module for faculty in Canvas that provide examples of statement for syllabi and all resource info for students (see the Center for Teaching and Learning to import the module into your Canvas course).	Faculty	VPL
4	***PROGRAM & 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	Create a process to review all current programs to ensure that all courses associated with the program are offered within a two year time period.	VPL	Dean of Academic Innovation
4.1.2	Create an outreach plan of college interaction with commuity and business partners. Meet with industry leaders to understand their "in-house" training/workshops and develop training tailored to their needs.	VPL	Dean of Academic Innivation, Community Employer Developer
4.1.3	Research, develop and implement stackable credentialing programs to offer certifications to enhance existing degree/certification programs (e.g. Computer Science).	VPL, Scheduling, Faculty, AR&R	Division Chairs, Faculty
4.1.4	Conduct student research and create a dynamic scheduling plan that schedules courses at peak demand times for both day and night students; increase alternate modalities for course offerings (i.e. hybrid, online, 5week, 8week, late start, single day, weekend etc.) include ongoing schedule review for student needs with process instructions for requesting course scheduling changes.	VPL, Scheduling, Faculty, AR&R	VPL
4.1.5	Create process to complete course schedule in advance of District deadline so that current and potential students can view schedule prior to registration. Implement a guaranteed schedule.	VPAA, Scheduling, Faculty	Scheduling, Division Chairs
4.1.6	Create summer bridge course opportunities for recent high school graduates.	Early College	Rosa Cota
4.1.7	Utilize more open educational resources to increase access and reduce costs for students.	Faculty	Foundations Academy, Division Chairs
4.1.8	AAEC/Hope College and SMCC Leadership Teams will meet annually to discuss accomplishments and strategies for the future.	President's Office	President, VPs, Deans
4.2	**Create and continuously communicate to all stakeholders the process of developing and eliminating college certificate and degrees.**		
4.2.1	Implement and diseminate document summarizing the degree/certificate creation process.	VPL, Curriculm	Curriculm
4.2.2	Create implement a communication plan that informs all staff to any changes, updates, or new information regarding programs, courses, activities, and procedures.	AR&R, VPL	Compliance Committee