



## Strategic Enrollment Management Plan (2016-2019)

<ul style="list-style-type: none"> <li>Apply Core Principles when establishing academic schedules or identifying program needs</li> </ul> <p><i>RESOURCE PLANNING</i></p> <p>Generating Revenue - (2.6.1-EMP) Seek Alternative revenue resources to support high quality academic programs.</p> <p>Resource Allocation /Reduction</p>	<p>b. Identify areas of demand that will generate growth</p> <p>a. Create a rubric that contain and prioritize Core Principles on a weighted scale</p> <p>a. Partnering with college programs and external agencies to increase offerings and generate revenue</p> <p>b. Participate in College wide and community Fund Raising Events</p> <p>c. Departments and administrators will work closely with EPC, Budget and Planning committee and other College and community groups in the search for external funds</p> <p>a. Standardize WSCH/FTEF as metric for prioritizing departmental resource requests or resource reduction</p> <p>b. Utilized cost/FTES as metric for prioritizing departmental resource requests or resource reduction</p>	<p>VP Academic Affairs, EPC, IR Office</p> <p>VP Academic Affairs, EPC, IR Office</p> <p>IR Office, EPC, CTE Budget and Planning</p> <p>VPAA, Associate Dean Contract Education, Dept. Chair</p> <p>Office of Academic Affairs and Department</p> <p>Department Chairs, AA Administrators, Grant Directors,</p> <p>VP Academic Affairs, EPC;</p> <p>VPAA, Budget and Planning</p>	<p>High demand disciplines and programs are identified</p> <p>Prioritized academic schedules are developed</p> <p>Scheduling courses and or programs that result in increased apportionments.</p> <p>Increased in FTES or other funds</p> <p>Acquisition of Discretionary funds to support programs</p> <p>Successful application for grant dollars/ Funded</p> <p>Efficiency is measured by the reaching the established average WSCH/FTE target (525) – (<u>college strategic planning will establish the target</u>)</p> <ul style="list-style-type: none"> <li>Efficiency is measured by not exceeding the cost per FTES</li> </ul> <p>Satisfactory performance is validated by EPC</p>
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<ul style="list-style-type: none"> <li>• (2.1.1- EMP) Stress Accountability by implementing efficiency strategies</li> <li>• Allocate adequate resources to recruit and attain state approved enrollment growth</li> </ul>	<ul style="list-style-type: none"> <li>c. Validation of the Annual Program Review or Update</li> <li>d. Departments will work closely with Community Extension regarding space utilization</li> <li>a. Academic Departments will work closely with the CTE Associate Dean to explore the development of new programs and certificates</li> <li>b. Assess and maintain an updated staffing plan               <ul style="list-style-type: none"> <li>• (1.3- SMP) Expand the student recruitment and outreach efforts to enhance the image of the college</li> <li>• Select and train CGCA's to assist in the Outreach and recruitment activities increase enrollment in all college programs, credit, and non-credit and not for credit.</li> </ul> </li> </ul>	<p>EPC</p> <p>Academic Affairs, Assoc Dean Community Ed</p> <p>Program Director / Administrator</p> <p>VP Student services /VPAA</p>	<p>Request for college resources confirmed</p> <p>Implementation of new program or certificate</p> <p>Increased enrollment, awareness of College programs and services.</p>
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