

*Enrollment Management Strategic Plan (2016-2019)*

Strategy	Activity	Lead Department	Action Item / Measurable Outcomes
<b>GOAL #5 MARKETING AND COMMUNICATION: Continue to market LAMC through college driven activities</b>			
<p><i>Enhance college website:</i></p> <ul style="list-style-type: none"> <li>Establish committee to work on improving college website</li> <li>Review and enhance site navigation.</li> <li>Improve the readability of web page.</li> <li>Revise home page for college programs and services.</li> <li>Enhance web portal to provide guidance and access to resources and enable students to view financial aid status, transcripts, check enrollment status, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Establish website committee</li> <li>Standardize website to make it more 'appealing' and easier to navigate through.</li> <li>Review web site on a semester basis.</li> <li>Standardize faculty web pages and review for inconsistencies.</li> </ul> <p>Review links, contrast, columns, text, etc.</p> <ul style="list-style-type: none"> <li>Update web pages for programs and services.</li> <li>Include Construction Update/Access Map.</li> <li>List partners/sponsors (i.e. corporate and transfer partners.)</li> <li>Separate News &amp; Events. (i.e. 'In the News' and 'Events'.)</li> <li>Drop down links on home page should include information about campus, parking, directions to the campus, and general map.</li> </ul> <p>Improve access to web portal with 'student focus'. Portal should be accessible from home page.</p>	<p>Information Technology and Website Committee.</p> <p>Information Technology</p> <p>Information Technology</p> <p>Information Technology and Student Services</p> <p>Information Technology</p>	<p>Improve website.</p> <p>Standardize the faculty webpages.</p> <p>Update links, text, etc.</p> <p>Update home page.</p> <p>Enhance web portal.</p>

*Enrollment Management Strategic Plan (2016-2019)*

Strategy	Activity	Lead Department	Action Item / Measurable Outcomes
<b>MARKETING</b>			
<p><i>Enhance college website (continued):</i></p> <ul style="list-style-type: none"> <li>Establish guidelines / policy for club websites</li> <li>Create web pages for high school/ guidance counselors, high school students and parents of potential students.</li> <li>Review web page information on all campus services and programs.</li> </ul>	<ul style="list-style-type: none"> <li>Provide guidance to club officers.</li> <li>Present guidelines to Information Technology Committee for approval.</li> </ul> <p>Enhance Student Services web pages by providing helpful information for these groups.</p> <p>Standardize information on student services web pages.</p>	<p>Students Services, ASO Club, Information Technology</p> <p>Student Services and Information Technology</p> <p>Student Services and Information Technology</p>	<p>Policy developed.</p> <p>Update web pages.</p> <p>Update Student Services web pages.</p>
<p>Use internet/social networks to market to students.</p>	<p>Create page on Facebook, YouTube, LinkedIn, Twitter, etc.</p>	<p>Information Technology, Audio Visual and Marketing</p>	<p>Create pages.</p>
<p>Use college brand to develop awareness of MC as its choice of place to study (and work).</p>	<p>Develop a college brand – who we are, what we offer, how we’re different, and what we produce.</p>	<p>President’s Office and Marketing</p>	<p>Develop college brand.</p>
<p>Market the quality of MC faculty and/or department.</p>	<p>Individual faculty (or department) excellence showcased.</p>	<p>Academic Affairs and Marketing</p>	<p>Showcase faculty.</p>
<p>Increase international student enrollment.</p>	<ul style="list-style-type: none"> <li>Develop outreach and recruitment strategies to increase international student enrollment.</li> <li>Improve international student website.</li> </ul>	<p>Student Services , Outreach &amp; Recruitment, and Marketing</p>	<p>Increase international student enrollment.</p>
<p>Standardize format of all marketing, outreach and recruitment brochures, and publications.</p>	<p>Standardize format for college marketing creating a specific brand/image.</p>	<p>Marketing, Academic Affairs, Administrative Services, and Student Services</p>	<p>Standardize format of marketing materials.</p>

*Enrollment Management Strategic Plan (2016-2019)*

Strategy	Activity	Lead Department	Action Item / Measurable Outcomes
<b>COMMUNICATION</b>			
<p>Increase community participation in college activities to enhance the “community” in community college.</p>	<p>Plan to enhance the marketing of existing events and plan for at least one new special interest event for community.</p> <ul style="list-style-type: none"> <li>a. Hold summer concerts</li> <li>b. Hold an Anniversary College Celebration</li> <li>c. Continue with farmers market</li> <li>d. Hold health fairs</li> </ul>	<p>Staff Development, President’s Office, and Marketing</p>	<p>Enhance the marketing of events.</p>
<p>Raise awareness about LAMC Foundation.</p>	<ul style="list-style-type: none"> <li>a. Cultivate relationships with potential donors and sponsors.</li> <li>b. List donors, sponsors, and partners.</li> </ul>	<p>President Office and LAMC Foundation</p>	<p>Increase awareness about the LAMC Foundation.</p>
<p>Improve communication and follow-up with students, high schools, community, making contacts by letter, e-mail, phone:</p> <ul style="list-style-type: none"> <li>• Send college materials when students ask for information</li> <li>• Send acceptance letter to applicants</li> <li>• Send letter to high school graduates encouraging enrollment</li> <li>• Contact students who were enrolled but did not return</li> </ul>	<p>Develop college branded materials and use regularly.</p> <p>College branded materials to be sent to potential students.</p> <ul style="list-style-type: none"> <li>a. Develop acceptance letter.</li> <li>b. Send email reminder to students of first day of semester.</li> </ul> <p>In spring term, send letter to encourage high school students to enroll at Mission College.</p> <p>Send letter to non-returners reminding them of enrollment dates and that the semester will begin shortly.</p>	<p>Student Services and Outreach &amp; Recruitment</p> <p>Student Services</p> <p>Student Services</p> <p>Student Services</p> <p>Student Services – Admissions and Records</p>	<p>Develop enrollment / admission’s packet.</p> <p>Develop acceptance letter.</p> <p>Send letter in Fall to all seniors.</p> <p>Send letter to students prior to registration period.</p>

*Enrollment Management Strategic Plan (2016-2019)*

Strategy	Activity	Lead Department	Action Item / Measurable Outcomes
<b>COMMUNICATION</b>			
<ul style="list-style-type: none"> <li>Contact students who applied but did not enroll</li> <li>Contact students who withdraw</li> <li>Develop LAMC email account for continuing students</li> </ul>	<p>Send letter to non-enrollees reminding them of enrollment dates.</p> <p>Send letter to those students who have withdrawn and follow-up with phone call.</p> <p>Develop a constant contact e-mail to send to current students.</p>	<p>Student Services/A&amp;R</p> <p>Student Services, Outreach and Recruitment</p> <p>Student Services and Information Technology</p>	<p>Send letter to non-enrollees prior to enrollment.</p> <p>Send letter follow-up letter immediately.</p> <p>Students to have a LAMC contact email address.</p>
<p>Develop marketing strategies to reach community segments and increase diversity: <i>Various Age Groups</i></p> <ul style="list-style-type: none"> <li>High School to 24 years</li> <li>25-44 years</li> <li>45+ years</li> <li>Working adults</li> </ul>	<p>Develop web pages targeting these groups.</p>	<p>Student Services, Outreach and Recruitment</p> <p>Information Technology</p>	<p>Develop web pages.</p>
<p>Review and improve phone system, i.e. after hours messaging, phone directories, information in multi languages.</p>	<ol style="list-style-type: none"> <li>Perform ongoing review of phone answering system once a term.</li> <li>Identify the areas that need improvement and provide training.</li> </ol>	<p>Information Technology</p>	<p>Perform review of phone system.</p>
<p>Improve customer service throughout the college.</p>	<ol style="list-style-type: none"> <li>Improve customer service in areas of Admissions &amp; Records, Financial Aid, Counseling, faculty to student; online application, etc.</li> <li>Discuss the importance of customer/student service at flex day.</li> </ol>	<p>Student Services</p> <p>Academic Affairs</p>	<p>Customer service to improve.</p>
<p>Establish campus point of reference for greater community access to the college.</p>	<ol style="list-style-type: none"> <li>College contact office to be announced to the community and added to college website.</li> <li>Develop an email address for each department.</li> </ol>	<p>Marketing</p>	<p>Contact to be identified.</p>