

Enrollment Management Framework- Integration Matrix

Enrollment Management Framework	Accreditation Planning Agenda	First Year Experience Recommendations	Education Master Plan	Marketing Plan	Student Equity Plan
<p><u>Marketing and Communication</u> The college implements an integrated marketing plan with strategies for expanding programs and services to new markets. 1.1 Implement marketing plan with annual goals, action items, budget, responsibilities and timelines. (CS 3.2)</p>			<p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p> <p><u>Support Use of Outcome Data</u> Strategy 4 Conduct alumni follow-up research. (CS 2.1)</p> <p><u>Increase Courses/Programs for Under-Prepared Students</u> Strategy 8 Connect student success with basic skills instruction. (CS 1.2)</p>	<p>Strategy 1.1 Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs and services (CS 3.2)</p> <p>Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs and services. (CS 3.2)</p> <p>Strategy 2.1 Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2)</p> <p>Strategy 2.2 Support outreach efforts through development of materials and marketing expertise. (CS 1.3)</p> <p>Strategy 3.1 Raise gifts and pledges through President’s Council to support college innovations. (CS 1.3)</p> <p>Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)</p>	
<p><u>Marketing and Communication</u> The college implements an integrated marketing plan with strategies for expanding programs and services to new markets. 1.2 Communicate desired enrollment to college constituencies the annual desired state of enrollment for the college. (CS 2.2)</p>		<p>1C Develop and implement a plan for effective communication. (CS 1.1)</p> <p>2A Establish effective Communication Structures/Systems. (CS 1.1)</p>		<p>Strategy 1.1 Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs, and services (CS 3.2)</p> <p>Strategy 2.2 Support outreach efforts through development of materials and marketing expertise. (CS 1.3)</p>	

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<p><u>Outreach & Recruitment</u> The college supports new student recruitment and community outreach activities and functions. 2.1 Provide adequate publications to support outreach communications and outreach efforts with prospective students. (CS 1.3)</p>		<p>5A Improve communication to first year students. (CS 1.1/1.2/1.3) 4C Hire a full-time outreach coordinator to improve. (CS 1.3)</p>	<p><u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (E.g., music, art and dance). (CS 1.3)</p> <p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p>	<p>Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs and services. (CS 3.2) Strategy 2.1 Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2) Strategy 2.2 Support outreach efforts through development of materials and marketing expertise. (CS 1.3) Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)</p>	<p>1.1 Continue outreach efforts. (CS 1.3, 3.2)</p>
<p><u>Research and Application</u> The college regularly uses data and conducts analysis for program and services planning and decision making. 3.1 Base planning and decision making on regularly conducted institutional research which includes inquiry analysis of student and community perception and satisfaction, community needs, competitor information, under-enrolled program needs, enrollment trends, target market analysis and program and service quality. (CS 3.1)</p>	<p>III A5.b Systematic evaluation process for professional development programs. (CS 5.1)</p>	<p>3A Establish institutional learning goals to guide institutional planning. (CS 2.1) 3B Conduct ongoing assessment. (CS 2.1) 3C Collect, analyze, and communicate data regarding FY students. (CS 2.1) 3D Establish FY benchmarks. (CS 2.1)</p>	<p><u>Support Use of Outcome Data</u> Strategy 4 Conduct alumni follow-up research. (CS 2.1)</p>	<p>Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1) 4.2 Strategy 4.2 Conduct behavioral research studies that identify market segments for target marketing efforts.</p>	<p>2.3 Examine basic skills process. (CS 1.1, 1.2) 2.4 Provide research for Program Review. (CS 1.2, 2.1) 2.7 Provide research on student success/retention. (CS 1.2, 4.1)</p>
<p><u>Processes and Structures</u> The college supports on-going and widespread development, review, discussion and evaluation of EM strategies, activities, and issues.</p>		<p>5A Improve communication to first year students. (CS 1.1/1.2/1.3) 5B Design and implement programs that promote. (CS 1.1/1.2/1.3)</p>	<p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p>	<p>Strategy 1.1 Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs, and services. (CS 3.2)</p>	<p>2.8 Improve students' knowledge of policies, programs and services. (CS 1.2, 1.4)</p>

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(cont.) 4.1 Implement a system for managing student inquiry and application information and reports on student enrollment. (CS 2.1)		5C Implement programs/services that facilitate the transition of FY students. (CS 1.1/1.2/1.3) 5D Provide services that promote the FY students personal development. (CS 1.1/1.2/1.3)		Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs, and services. (CS 3.2) Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)	
<u>Processes and Structures</u> The college supports on-going and widespread development, review, discussion and evaluation of EM strategies, activities, and issues. 4.2 Provide adequate resources (fiscal and human) to achieve enrollment goals. (CS 4.1)	IIIA.2 Increase local computer technical support. (CS 4.1) III B1.a Explore changing facilities funding allocation to increase staffing. (CS 4.1)	4A Hire and retain diverse faculty and staff. (CS 1.3) 4B Develop curricula that includes diverse perspectives. (CS 1.3) 4C Hire a full-time outreach coordinator to improve. (CS 1.3) 4D Include/Explore tolerance and diversity in Orientation for faculty/staff/students. (CS 1.3) 4E Enhance diversity training. (CS 1.3) 4F Incorporate the Campus mission and Values statement. (CS 1.3) 4G Unify various clubs, committees communities that celebrate diversity. (CS 1.3)	<u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (E.g., music, art and dance). (CS 1.3) <u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2) <u>Strengthen Existing Programs</u> Strategy 5 Review recommendations in EMP and identify programs to enhance. (CS 1.1) <u>Increase Courses & Programs for Underprepared Students</u> Strategy 9 Implement a Career Advancement Academy. (CS 1.21)		
<u>Processes and Structures</u> The college supports on-going and widespread development, review, discussion and evaluation of EM strategies, activities, and issues. 4.3 Develop a structure for the on-going discussion development, review and evaluation of all campus retention and student success-related strategies. (CS 1.2)	II A1.a Implement a technologically based Early Alert System. (CS 1.1, 1.2) II C1.b Develop information competency assessment plan. (CS 1.1)	2A Establish effective Communication Structures/Systems. (CS 1.1) 2B Establish a coordinated organizational structure for the delivering first year programs, services, and activities. (CS 1.1) 2C Establish and support Professional Development structures that promote engaged pedagogies. (CS 1.1) 2E Develop programs, policies and procedures that “make the success	<u>Increase Learning Alternatives</u> Strategy 1 Increase on-line instruction through a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services offered via on-line. <u>Support Use of Outcome Data</u> Strategy 4 Conduct alumni follow-up research. (CS 2.1)	Strategy 1.1 Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs, and services. (CS 3.2) Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)	1.2 Identify barriers in A & R processes. (CS 1.1) 1.4 Provide adequate course offerings for evening students. (CS 1.1)

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(cont.)		path clearer to students. (CS 1.1) 2F Enhance partnership structures. (CS 1.1) 2G Develop faculty/staff hiring structures that clarify institutional outcomes for FY students. (CS 1.1)	<u>Strengthen Existing Programs</u> Strategy 5 Review recommendations in EMP and identify programs to enhance. (CS 1.1) <u>Develop New Programs</u> Strategy 7 Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1) <u>Increase Courses/Programs for Under-Prepared Students</u> Strategy 8 Connect student success with basic skills instruction. (CS 1.2) <u>Increase Courses & Programs for Underprepared Students</u> Strategy 9 Implement a Career Advancement Academy. (CS 1.21)		
<u>Retention and Success</u> The college implements programs and services that meet the needs and assist the students with their academic success. 5.1 Develop and implement distinct programs and services for first year students. (CS 1.2)	II A1.a Integrate First Year Experience Plan. (CS 1.1)	2A Establish effective Communication Structures/Systems. (CS 1.1) 2B Establish a coordinated organizational structure for the delivering first year programs, services, and activities. (CS 1.1) 2C Establish and support Professional Development structures that promote engaged pedagogies. (CS 1.1) 2D Provide adequate physical structures/facilities that facilitate. (CS 1.1) 2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1) 2F Enhance partnership structures. (CS 1.1)	<u>Increase Learning Alternatives</u> Strategy 1 Increase on-line instruction through a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services offered via on-line. <u>Strengthen Existing Programs</u> Strategy 5 Review recommendations in EMP and identify programs to enhance. (CS 1.1) <u>Develop New Programs</u> Strategy 7 Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1) <u>Increase Courses/Programs for Under-Prepared Students</u> Strategy 8 Connect student success with	Strategy 1.1 Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs, and services. (CS 3.2) Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs, and services. (CS 3.2) Strategy 2.1 Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2) Strategy 2.2 Support outreach efforts through development of materials and marketing expertise. (CS 1.3)	

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<p><u>Retention and Success</u> The college implements programs and services that meet the needs and assist the students with their academic success. 5.2 Implement collaborative and alternative learning strategies to enhance student learning and meet the needs of underprepared students. (CS 1.2)</p>	<p>II A1.a Implement Early Alert System. (CS 1.1/1.2) II A1.b Instigate structure for more online instruction. (CS 4.1) II B3.a Implement strategies for consistency & currency in counseling. (CS 1.1/1.2)</p>	<p>2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1)</p>	<p><u>Increase Learning Alternatives</u> Strategy 1 Increase on-line instruction through a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services offered via on-line. <u>Strengthen Existing Programs</u> Strategy 5 Review recommendations in EMP and identify programs to enhance. (CS 1.1) <u>Develop New Programs</u> Strategy 7 Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1) <u>Increase Courses/Programs for Under-Prepared Students</u> Strategy 8 Connect student success with basic skills instruction. (CS 1.2)</p>	<p>Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1) Strategy 4.2 Conduct behavioral research studies that identify market segments for target marketing efforts (CS 2.1)</p>	<p>2.1 Increase success/retention of males. (CS 1.1, 1.2, 1.5) 2.5 Explore strategies for increasing success/retention for special populations. (CS 1.2, 5.1) 2.6 Increase success/retention of African American students in transfer, basic skills and voc ed courses. (CS 1.1, 1.2, 4.1)</p>

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			<u>Increase Courses & Programs for Underprepared Students</u> Strategy 9 Implement a Career Advancement Academy. (CS 1.21)		
<u>Retention and Success</u> The college implements programs and services that meet the needs and assist the students with their academic success. 5.3 Increase programs & services that meet community needs. (CS 1.1)	III A.2 Increase access to counseling. (CS 1/2/4.1) IV A1 Develop strategies to communicate planning/budget processes. (CS 2.2)	2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1)	<u>Increase Learning Alternatives</u> Strategy 1 Increase on-line instruction through a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services offered via on-line. <u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (E.g., music, art and dance). (CS 1.3) <u>Develop New Programs</u> Strategy 6 Develop courses and programs for seniors/life-long learners. (CS 1) <u>Develop New Programs</u> Strategy 7 Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1) <u>Increase Courses & Programs for Underprepared Students</u> Strategy 9 Implement a Career Advancement Academy (CS 1.21)	Strategy 1.1 Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs, and services (CS 3.2) Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs, and services. (CS 3.2) Strategy 2.1 Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2) Strategy 2.2 Support outreach efforts through development of materials and marketing expertise. (CS 1.3) Strategy 3.1 Raise gifts and pledges through President’s Council to support college innovations. (CS 1.3) Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1) Strategy 4.2 Conduct behavioral research studies that identify market segments for target marketing efforts (CS 2.1)	1.4 Adequate services for evening students. (CS 1.1)