**Enrollment Management Plan: 2009/10 to 2012/13**

**Enrollment Management Planning Committee**

**Status Report**

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| **Goal #1:** College of San Mateo will develop a comprehensive marketing plan linked to the Educational Master Plan that targets the community at large, promotes CSM as a first choice transfer institution, and is integrated into other strategic planning efforts. |
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| **Objective #1:** Develop, maintain and publish a comprehensive Marketing & Outreach calendar (only activities lead by Community Relations and Marketing). |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *1.1.1 Derive and summarize current marketing and outreach activities from staff. Includes on-campus activities, production and graphic projects, high school outreach, community outreach and general institutional marketing.* | Ongoing |  |  |  |  |  |  |
| *1.1.2 Review and refine data into a calendar format with ‘major benchmarks’ – beginning and ending timeframes.* | Ongoing |  |  |  |  |  |  |
| *1.1.3 Implement and maintain calendar via an on-line technology and post to the department web site.* | Ongoing |  |  |  |  |  |  |

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| **Goal #1:** College of San Mateo will develop a comprehensive marketing plan linked to the Educational Master Plan that targets the community at large, promotes CSM as a first choice transfer institution, and is integrated into other strategic planning efforts. |
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| **Objective #2:** Enhance and expand *transfer awareness to the community via targeted marketing materials and further develop transfer events.*  |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *1.2.1 Design and develop a high quality transfer view brochure.* | Dec 2010 |  |  |  |  |  |  |
| *1.2.2 Setup working group meetings with transfer and outreach staff to determine best practices for the development of transfer activities and/or events* | Dec 2010 |  |  |  |  |  |  |

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| **Goal #2:** Develop a means by which to comprehensively coordinate all institutional marketing efforts and track and evaluate their overall effectiveness. |
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| **Objective #1:** Utilize one centralized, calendar of all campus marketing and outreach activities. |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *2.1.1 Create inventory of all marketing efforts utilized throughout the various departments and divisions throughout the college.* | Spring 2011 |  |  |  |  |  |  |

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| **Goal #2:** Develop a means by which to comprehensively coordinate all institutional marketing efforts and track and evaluate their overall effectiveness. |
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| **Objective #2:** Use research based methods to evaluate effectiveness of marketing and outreach activities. |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *2.2.1 Conduct focus groups with both internal and external audiences for data collection to determine marketing effectiveness.*  | Spring 2011 |  |  |  |  |  |  |
| *2.2.2 Compile data from focus groups to determine marketing effectiveness* | Spring 2011 |  |  |  |  |  |  |
| *2.2.3 Analyze data gathered from focus groups to determine marketing effectiveness.* | Spring 2011 |  |  |  |  |  |  |

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| **Goal #3:** College of San Mateo will establish a comprehensive, responsive recruitment process that responds to the community and the emerging and changing industry needs. |
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| **Objective #1:** *Collect and analyze data that identifies student and community needs related to courses and related to course scheduling.*  |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *3.1.1 Develop a “Think Tank” consisting of a faculty/staff/advisory group to evaluate, assess and anticipate emerging trends based on environmental scan information contained in the E.M.P.* | Spring 2011 |  |  |  |  |  |  |

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| **Goal #3:** College of San Mateo will establish a comprehensive, responsive recruitment process that responds to the community and the emerging and changing industry needs. |
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| **Objective #2:** *Review current outreach plans, processes and resources to determine the most efficient methods of delivery as well ensuring the appropriate outreach audiences are being supported.*  |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *3.2.1 Create a working group to discuss current relationships with middle school and high school students, instructors and parents. Based on review and research determine and confirm needs of the High School and Middle School community.* | Fall 2010 |  |  |  |  |  |  |
| *3.2.2 Continue to provide President and Faculty speaking engagements for Middle and High Schools.* | Fall 2010 |  |  |  |  |  |  |

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| **Goal #4:** Develop responsive strategies to support student retention by encouraging student participation in the matriculation process.in terms of student matriculation follow-up, basic skills and transfer. |
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| **Objective #1:** Enhance the college enrollment and matriculation process by providing information and support to assist students to define and achieve their educational goals.  |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| * + 1. *Provide a new orientation model (College Orientation and Course Selection Workshop) required of all new and returning matriculating students that is designed with consideration for student academic readiness and includes essential information for college planning and course selection.*
 | Summer/Fall 2010 |  |  |  |  |  |  |
| * + 1. *Conduct group counseling opportunities (Goal Focus Groups) for students which provide essential introductory information for targeted educational goals (i.e., transfer, associate degree, vocational certificates, undecided students, reinstatement guidance, special majors).*
 | Summer/Fall 2010 |  |  |  |  |  |  |
| * + 1. *Launch a campaign to generate information to both students and instructional faculty about the use and value of student success services and programs and how to access them.*
 | June 2011 |  |  |  |  |  |  |
| * + 1. *Provide additional informational support to basic skills classes.*
 | June 2011 |  |  |  |  |  |  |
| * + 1. *Institutionalize instructional and student service partnerships to support student success and retention. This includes but is not limited to, Counselor Partnership Program, Peer Mentor Program, Early Alert/Assistance, and activities that introduce instructional faculty to student services.*
 | June 2011 |  |  |  |  |  |  |

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| **Goal #4:** Develop responsive strategies to support student retention by encouraging student participation in the matriculation process.in terms of student matriculation follow-up, basic skills and transfer. |
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| **Objective #2:** Strengthen transfer success rate at College of San Mateo. |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *4.2.1 Increase counselor participation in transfer activities. Offer more Career and Life Planning classes and Focus Groups on transfer.* | Fall 2010 |  |  |  |  |  |  |
| * + 1. *Develop and publish (paper*

*and online) CSU GE, IGETC, and Associate degree worksheets to support student awareness of educational goals and the opportunity to engage in self-evaluation of towards completion of requirements.* | Spring 2010 |  |  |  |  |  |  |
| * + 1. *Provide workshops that introduce to instructional faculty how course articulation supports transfer.*
 | Spring 2010 |  |  |  |  |  |  |
| * + 1. *Review and revise information produced from the Basic Skills Committee to support developmental educational opportunities to support the transfer educational goal.*
 | Spring 2010 |  |  |  |  |  |  |

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| **Goal #4:** Develop responsive strategies to support student retention by encouraging student participation in the matriculation process.in terms of student matriculation follow-up, basic skills and transfer. |
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| **Objective #3:** Increase utilization of institutional and student support services |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| 4.3.1 Develop a means to track the effectiveness of the early alert | Fall 2010 |  |  |  |  |  |  |
| 4.3.2 *Develop communication, availability and awareness of centralized labs and centers* | Fall 2010 |  |  |  |  |  |  |

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| **Goal #5:** *Utilize research based methods to evaluate scheduling patterns* |
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| **Objective #1:** Integrate into the schedule planning process a mechanism to determine the number of courses each hour/each term that meet the same transfer/degree categories, by discipline, by sequence level and use that information to better allocate classes early in the schedule development process**.**  |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
| --- | --- | --- | --- | --- | --- | --- | --- |
| * + 1. *Develop a mechanism to determine the number of courses each hour/each term that meet the same transfer/degree categories, by discipline, by sequence level.*
 |  |  |  |  |  |  |  |
| * + 1. *Run a BETA model for schedule development for Fal~~l~~ 2011*
 |  |  |  |  |  |  |  |
| * + 1. *Evaluate and modify the process as needed*
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| * + 1. *Collect user feedback*
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| * + 1. *Deans/department leads evaluate and modify schedule pattern to ensure adequate program offerings prior to final Banner input*
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| **Goal #5:** *Utilize research based methods to evaluate scheduling patterns* |
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| **Objective #2:** *Identify gaps in degree/certificate offerings both day and night and compile a college wide plan for the offering of such courses.* |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
| --- | --- | --- | --- | --- | --- | --- | --- |
| * + 1. *Collect from departments a list of transfer/certificate requirements not offered day and night every semester.*
 | June 2011 |  |  |  |  |  |  |

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| **Goal #5:** *Utilize research based methods to evaluate scheduling patterns* |
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| **Objective #3:** *Determine whether or not full-time students, entering at one level below transfer can complete AA/GE transfer requirements in a 3 year cycle.*  |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *5.3.1 Develop an annual matrix to evaluate a student’s “time to degree”* |  |  |  |  |  |  |  |

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| **Goal #5:** *Utilize research based methods to evaluate scheduling patterns* |
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| **Objective #4:** Assess online degree completion timeframe |

| ***Action Steps*** | Proposed Timeline | Actual Timeline | Completed | In Progress | Suspended | No Action | Comments |
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| *5.4.1 Develop an annual matrix of online course offerings to evaluate “time to degree” in an online format*  |  |  |  |  |  |  |  |