

DRAFT - ENROLLMENT MANAGEMENT PLAN

April 8, 2008

Los Medanos
College

Fall 2007 through Spring 2012
Timeframe

District Strategic Direction 1.1: Plan to achieve productive growth that will restore the District funding base.

College Strategic Direction: Grow enrollments productively; ensure the fiscal well-being of the college; increase the number of transfers, degrees and certificates.

Enrollment Strategy	Timeline	Measurable Outcome	Lead Person(s)
<p>Focused schedule development and management</p> <ul style="list-style-type: none"> Grow and reallocate course offerings to meet student demand, increase productivity, respond to advisory board input and maintain program integrity Increase sections in high demand areas (e.g., in science where new facilities allow needed growth) 	Ongoing	Increased FTES and improved productivity	Senior Dean of Instruction Instructional Deans Department Chairs
<p>Expand marketing and recruitment efforts</p> <ul style="list-style-type: none"> Explore and pilot new marketing strategies and support proven efforts (e.g., Career Focus) Provide additional information and services on high school campuses Improve internal marketing efforts 	SP08 through SP09	<p>Map enrollments by postal carrier routes and monitor growth</p> <p>Continue to conduct high school counselor and student satisfaction surveys and monitor improvement; increase enrollment of graduating high school seniors and special admit students</p>	<p>Director of Marketing and Communications</p> <p>Outreach Coordinator</p>

Develop a plan for improving degree and certificate attainment based on task force findings	SP 08 through FA08	Increase the number of degrees and certificates awarded; improve persistence	President's Cabinet
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District Strategic Direction 1.2: Provide improved access to meet community needs and college priorities.

College Strategic Direction: Offer high quality programs that meet the needs of students and the community; establish a culture of planning, implementing, assessing and improving.

Enrollment Strategy	Timeline	Measurable Outcome	Lead Person(s)
Target the Brentwood Center for additional growth <ul style="list-style-type: none"> Expand course offerings in high demand programs Expand facilities to support growth 	SP08 through SP09	Increase FTES and improve productivity	Brentwood Center Coordinator Instructional Deans
Expand and enhance distance education course offerings	FA07 through SP11	Increased enrollments in, and satisfaction with, distance education courses	Distance Education Coordinator Instructional Deans
Plan for expanded program and course offerings in new facilities to promote access to instructional programs and student services	FA07 through SP12	Facilities utilization data continues to be positive as new facilities are brought online	Vice President Senior Deans Department Chairs

District Strategic Direction 1.3 Enhance services to meet the needs of an expanding, diverse student population.

College Strategic Direction: Offer high quality programs that meet the needs of students and the community.

Enrollment Strategy	Timeline	Measurable Outcome	Lead Person(s)
<p>Restructure the tutoring program, and related services, to better serve its mission of assisting students in becoming critical thinkers as well as independent, self-reflective, life long learners</p> <ul style="list-style-type: none"> • Enhance tutor training and evaluation • Provide professional development for faculty • Provide one-stop "triage" services that identify student needs and link the student with the most appropriate tutoring service and with other college services • Expand library services to support instructional programs and to improve students' information competency 	<p>FA07 through SP10</p>	<p>Increase the number of students accessing tutoring services. Improve student and faculty satisfaction with tutoring, and related, services.</p>	<p>Senior Foundation Director Academic Program Manager - HSI</p>

Provide increased access to student services at the Brentwood Center (e.g., counseling, Financial Aid, EOPS & bi-lingual services)	FA07 through SP11	Increase availability of, and student contacts and satisfaction with, student services at the Brentwood Center	Senior Dean of Student Services
<p>Improve the integration of student services, including online services</p> <ul style="list-style-type: none"> Expand online services, including counseling, orientation and electronic communications Continue the expansion of career exploration services Increase communication with high school counselors (e.g., via continued hosting of annual counselor conferences Continue the expansion of college success, and related, course offerings 	FA07 through SP12	<p>Increase the number of students accessing student services.</p> <p>Increase student, staff and high school counselor satisfaction with student services.</p>	Student Services Managers and Department Chairs
Expand course offerings, services and recruitment in the ESL program; improve ESL persistence	FA07 through SP10	Increase enrollments in ESL courses and persistence in, and beyond, the program.	Academic Program Manager - HSI
<p>Enhance Student Life programs</p> <ul style="list-style-type: none"> Associated students Leadership development Student activities Student ambassadors Service learning 	FA07 through SP11	Increase participation in and satisfaction with Student Life programs and services	Director of Student Life

District Strategic Direction 4.3: Assess student/community needs and offer innovative, outstanding programs and services to meet those needs.

College Strategic Direction: Offer high quality programs that meet the needs of students and the community.

Enrollment Strategy	Timeline	Measurable Outcome	Lead Person(s)
<p>Create and provide learning communities that meet the needs of our diverse communities.</p> <ul style="list-style-type: none"> • Integrate student services with instruction • Engage diverse clientele (e.g., via Puente, Umoja Scholars, AVID, Classroom without Borders) 	FA07 through SP12	Increased student success and persistence	Academic Program Manager - HSI Instructional Deans Student Services Directors
<p>Ensure that issues of access and equity become central to the college's mission, programs and policies</p> <ul style="list-style-type: none"> • Programs and services that promote equity and access • A focus on improving systems to eliminate barriers • Promote increased awareness of diversity, equity and inclusion principles among a broad group of campus leaders and stakeholders 	FA07 through SP12	<p>Additional programs are developed to meet the needs of all students</p> <p>Policies and procedures are reviewed to improve access and equity</p> <p>Increased success and persistence of all students, particularly those where equity gaps have consistently been identified</p>	IDEA (Institutional Development for Equity and Access) Steering Committee
<p>Develop new, and revised, instructional programs to meet community needs (e.g., Process Technology, Engineering, Electrical/Electronic Technology, Environmental Science)</p> <ul style="list-style-type: none"> • Meet the needs of local industry by expanding Career Technical Education programs and pathways • Respond to student demand • Include systematic marketing and recruitment • Expand facilities to meet program needs 	FA07 through Sp 10	Increased enrollments in, and completion of, new instructional programs	Instructional deans; lead faculty