

Strategic Planning Action Form

(Is this an AQIP project? If so, please complete the goals commitment declaration form, which should be submitted in place of this Strategic Planning Action Form.)

STRATEGIC INITIATIVE	Enrollment Growth (Includes Targeted Marketing & Reach out to Meet Educational and Economic Needs in Service District)
Purpose or Intent of Initiative	Increase enrollment and reach to meet educational and economic needs in service district.
Related Strategic End	Access & Opportunity
Implementation Team	Mary McCue (Lead); Enrollment Management Council
Start date	September 2004
Timeline	Ongoing

Reporting timeline: Please submit the Strategic Planning Action Update Report form every six months until the project has been completed.

Action Steps, outcome measures to be tracked, & due dates:

ACTION STEPS	OUTCOME MEASURES	DUE DATES
The Enrollment Management Council will be responsible for developing enrollment goals for the campus and evaluating the success of the plan. <ul style="list-style-type: none"> Establish goals for increased headcount by program/division. 	% enrollment increases by program/division number and % students retained	Feb. 2005
Develop marketing materials for PSEO students and heighten awareness of the program with success stories. (Elchert, Bixler-Foster, McCue)	% marketing materials developed	Feb. 2005

<p>Develop financial aid campaign targeted to students prone to late FAFSA registration. (Stearns, Spencer)</p> <ul style="list-style-type: none"> • Develop incentives for early financial aid application. 	<p>Number and % decrease of no pay drops prior to the start of the quarter.</p>	<p>Mar. 2005</p>
<p>Increase underrepresented student recruitment activities. (Sanchez, Stine, Bixler-Foster, McCue, Willoughby)</p> <ul style="list-style-type: none"> • Identify best practices for recruiting students of color. • Integrate diversity in marketing materials and web pages. 	<p>% increase in minority or underrepresented students.</p> <p>Practices documented</p>	<p>Apr. 2005</p>
<p>Partner with Tech Prep program to encourage middle school age students to consider technical careers. (Stine, Harper, Kissell, Bork, McCue, Willey)</p> <ul style="list-style-type: none"> • Create positive image of the Tech Prep program during showcase event. • Integrate Career Focus publication into marketing materials. 	<p># middle school students contacted.</p>	<p>Mar. 2005</p>
<p>Integrate functions of the recruitment process into the CAMs System. (Stine, Yerdon, Sullivan)</p> <ul style="list-style-type: none"> • Develop electronic communication plan with prospective and current students. • Electronic import of web application data. 		<p>Aug. 2005</p>
<p>Conduct analysis of market share, penetration, and competition. (Sullivan, Weiker)</p>	<p>Report</p>	<p>Apr. 2005</p>
<p>Redesign Terra website and install tracking software. (WebTeam)</p>		<p>Aug. 2005</p>

<p>Develop a recruitment strategy for transfer students. (Academic Divisions, Admissions, Bixler-Foster, McCue)</p> <ul style="list-style-type: none"> • Develop print and web materials for transfer students • Maintain contact with high school guidance counselors • Develop affordability brochure • Enhance recruitment process with earlier contact with high school juniors and sophomores. 		Mar. 2005
<p>Develop comprehensive retention plan (Sullivan, Harrington, Gocke, Barnett, Jay, Kissell, Taylor, Sattler, Willey, Harper)</p> <ul style="list-style-type: none"> • Early alert warning system • Program specific loss issues • Comprehensive academic advising 		Aug. 2005
<p>Develop a recruitment strategy for students with varying degrees of computer competencies. (Willoughby, Eishen, Willey, Harris, Elchert, Jay, Perry)</p>		Mar. 2005