Overview of the District Enrollment Management Plan

April 20, 2016
Agenda

- District Enrollment Management Committee Membership
- Background
- District Enrollment Management Plan Contents
- District Enrollment Management Plan Definition
- District Enrollment Management Plan Objectives
- Next Steps
# District Enrollment Management Committee (DEMC) Membership

<table>
<thead>
<tr>
<th>District Services</th>
<th>San Bernardino Valley College</th>
<th>Crafton Hills College</th>
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<tbody>
<tr>
<td>Vice Chancellor of Business &amp; Fiscal Services - Jose Torres</td>
<td>SBVC President - Gloria Fisher</td>
<td>CHC President - Cheryl Marshall</td>
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<tr>
<td>Executive Director of Institutional Effectiveness, Research, &amp; Planning - Keith Wurtz</td>
<td>SBVC Vice President of Administrative Services - Scott Stark</td>
<td>CHC Vice President of Administrative Services - Mike Strong</td>
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<td>Director, Fiscal Services - Larry Strong</td>
<td>SBVC Vice President of Instruction - Haragewen Kinde</td>
<td>CHC Vice President of Instruction - Bryan Reece</td>
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<tr>
<td>Business Manager - Steve Sutorus</td>
<td>SBVC Vice President of Student Services - Ricky Shabazz</td>
<td>CHC Vice President of Student Services - Rebeccah Warren-Marlatt</td>
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<td>SBVC Academic Senate Appointee - Jeremiah Gilbert</td>
<td>CHC Academic Senate Appointee - Denise Allen-Hoyt</td>
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<td>SBVC Classified Senate Appointee - Aaron Beavor</td>
<td>CHC Classified Senate Appointee, - Kathy Wilson</td>
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<td>CTA Appointee - Walt Chatfield</td>
<td>CSEA Appointee - Rosemarie Hansen</td>
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<td>SBVC Dean of Institutional Effectiveness, Research, &amp; Planning - James Smith</td>
<td>CHC Interim Dean of Institutional Effectiveness, Research, &amp; Planning - Giovanni Sosa</td>
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<td>SBVC Director of Marketing &amp; Public Relations - Paul Bratulin</td>
<td>CHC Director, Marketing &amp; Public Relations - Donna Hoffman</td>
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Background

- DEMC first met in November 2015 and reviewed the following:
  - ACCJC District Recommendation on District Enrollment Management Plan
  - Examples of DEMC charges or purpose statements
  - Example enrollment management plans
  - Purpose of a District Enrollment Management Plan
District Enrollment Management Plan (DEMP)

Contents

• District Mission, Vision, Values, and Strategic Goals
• Plan Purpose: definition, objective, timeline, and plan alignment crosswalk to DSP
• Plan Goals, Objectives, and Strategies
• Assumptions
• Evidence and Statistical Data
• Appendices – DEMC recommendation to DBC example and glossary
DEMP Definition

- District level enrollment management planning is designed to support the college plans by
  - Providing resources
  - Coordinating efforts
  - Increasing communication, and
  - Sharing data in order to help the colleges achieve their goals.
- The strategies and targets developed will consider the District’s resource allocation model and be focused on student success.
DEMP Objectives

1. To be a living document that accomplishes the following in a comprehensive and integrated manner:
   - Aligns with the colleges’ strategic and educational plans and serves as a guide for enrollment planning at the college level.
   - Supports the District’s strategic plan and informs the District’s budget and staffing plans.
   - Supports the colleges’, strategic, enrollment, and educational plans.
   - Incorporates board imperatives as appropriate.
   - Provides for sufficient input from major constituency groups.
   - Balances strategic scope with measurable objectives/outcomes.
DEMP Objectives (Continued)

2. To make recommendations to chancellor’s cabinet on enrollment management initiatives and strategies to support the achievement of the annual enrollment goals.

3. To make recommendations to the District Budget Committee regarding annual enrollment goals to be incorporated into the Resource Allocation Model.
How you can help?

• Is the plan missing anything?
• Are you concerned about anything in the plan?
• Most interested in feedback on the following areas
  • Goals, objectives, and strategies – Are we missing anything?
Next Steps

• April 7, 2016 – Plan was distributed district wide requesting feedback and input
• April 15, 2016 – Collect comments
• April 18, 2016 – DEMC reviews comments and revises DEMP
• April 20, 2016 – Academic Senates Presentations
• Finalized plan goes to May or June, 2016 Board for approval