CHC Educational Master Planning Committee
Brainstorming by Constituency Groups on Concrete Ideas for Progress on Goals:
Transcript of Results, Strategic Direction 4
November 23, 2009

Strategic Direction		Recommended Goals
4 Enrollment Management		**4.1 Effectively manage enrollment through a dynamic balance of identified needs and available resources.**
		Ideas for Concrete Steps or Actions
	C1	Course development: which serve our mission and vision
	C1	Impacted programs should be looked at and way students receive admissions to helping increase persistence and success
	C1	Identify needs
	C1	Program Review: Outdated? Demand of Majors
	A2	Utilize Independent Study of Community similar to the Madrid Study. (Applicable to the Inland Empire served by CHC.)
	A2	Seek grants that would help subsidize the above research on an on-going basis (Maybe even get State/Fed credit for it)
	A2	Examine the results of above study(s) and further coordinate with existing and future program plans/operations
	A2	Create a student "Internal Recycling Program": for students who show early (1st ¼ to 1/3 of ¾ a class) tendencies toward failing or dropping or poor attendance, we should have a ste of classes that attend to their "weaknesses" (skills, academic) and the student is placed there (without more fees) in place of the course they enrolled in.
	M2	Enact enrollment management plan
	M2	Once and for all, resolve issues regarding out reach and marketing. Centralize outreach functions.
	M2	???Taking message desk, which has been crated, decide if it's right and train people on it.
	M2	Analyze success of out reach events/develop means of data collection
	M2	Clear direction from administration about which program should grow/resources directed toward that direction
	M2	Goal regarding enrollment which is widely understood and acted upon.
	M2	Branding!
	M2	Focus on second part of vision (transfer) and make it a reality.
	S4	Growth: Priority given to continuing students over newly enrolled students that have met their academic requirements. Example: Financial aide, additional assistance, etc.
	S4	Growth: Expansion of available courses on campus, online, weekend, hybrid
	S4	Growth: Additional programs, college transfer contacts, honors programs, ROTC, Sports, and Athletics, Student Housing