

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

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

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