Enrollment Management Team

The Enrollment Management Team develops a planning/discussion process that yields a plan outlining specific actions and steps to be taken to achieve or maintain an enrollment head count/full-time-equivalent-student (FTES) goal, as well as a strategy designed to contain expenditures for serving a fixed number of FTES in line with projected income.

The Enrollment Management Team also develops a set of deliberately stated WSCH/FTES goals by area (cost center/department), for which fixed resources are provided and which fit into the stated goal for the district, and a plan for fulfilling the college’s mission by addressing the instructional and student-service needs of students, sustaining and improving the quality of instruction and services, addressing and meeting the goals and priorities of the college, and accounting for the use of fiscal, physical and personnel resources. Moreover, the team also is charged with developing a plan for efficient use of educational resources, an understanding and review of data, and greater access for students. The team also facilitates plans for student retention, marketing, and outreach.

FOCUS

• Identify and clarify target populations to be served in concert with the mission of the college;

• Determine appropriate course offerings (including mode, time, and location) necessary to best meet the needs of our target populations;

• Strive to provide high-quality courses and programs as cost-effectively and efficiently as possible, resulting in more access for students and providing funds for other priorities;

• Analyze the cost of course sections and potential income generated to allow informed decisions to be made on adding and deleting classes and programs;

• Market the above in order to achieve FTES target and enrollment balance;

• Review scheduling patterns to see if they best meet the needs of the student target populations identified;

• Set FTES and efficiency goals for the college and strategy for departments to achieve and develop the class schedule accordingly;

Co-Chairs

Vice President of Institutional Development, Technology and Online Services, Vice President of Business Services and Vice President of Instruction

Connects to

Executive Cabinet via Vice President of Institutional Development, Technology and Online Services, Vice President of Business Services and Vice President of Instruction
• Determine resources needed to provide necessary instruction and related services;

• Readjust goals to match available resources and/or reconsider offerings which may serve a larger population at a lower cost;

• Evaluate success each year to readjust FTES goals and target populations;

• Make recommendations to respond to community needs;

• Develop a marketing plan that reaches the target populations and includes enrollment management as an integral part of the plan;

• Evaluate retention efforts and make recommendations to improve student persistence and success;

• Evaluate our competition from public and private colleges and universities and make recommendations to improve our ability to compete;

• Coordinate outreach and recruitment efforts to help attain FTES goals; and

• Make recommendations about realignment of facilities space and resources to maximize student access.