

# Enrollment Management Plan

April 7, 2006



Enrollment Management Task Force – I  
Co-Chairs: Terry Taylor & Robin Young

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January 25, 2006

TO: Enrollment Management Plan Task Force

FROM: Lee Lambert

SUBJ: Charge & Directions for the Task Force

Thanks to everyone for agreeing to serve on the Enrollment Management Plan Task Force. The purpose of your work will be to complete a short term (12 to 18 months) enrollment management plan for review by the College and the Board of Trustees. The Task Force reports to the Strategic Planning Committee.

The goal of this Task Force is to:

- Analyze potential student markets that might be developed or enhanced to expand enrollment base (such as larger share of the high school population, improved retention of students from quarter to quarter and year to year, under-prepared adults, basic skills students, high school drop-outs, high demand occupations, students of color, etc.).
- Identify, develop and implement programs and/or courses that can generate additional FTEs.
- Seek advice and ideas from other colleges that have assessed their program mix and conducted community strategic planning activities.
- Use the planning format developed by the Strategic Planning Committee to establish enrollment goals for the college. All meetings will have a published agenda and meeting note.
- Develop strategies to retain enrollment from quarter to quarter.
- Operate the Task Force in an open and transparent manner and engage the college in your deliberations.

The work of the Task Force is to be completed by April 5, 2006.

## **Enrollment Management Task Force I**

**April 7, 2006**

**Membership:** Co-Chairs, Terry Taylor & Robin Young

Kristi Asplund, Norma Goldstein, Carla Hogan, Jim James, Berta Lloyd, Jeff Omalanz-Hood, Matt Orlando, Andrea Rye, Diana Sampson, Yvonne Terrell-Powell, Amar Yahiaoui, Judy Yu.

### **Meeting Dates: (8) Total**

January 25, 2006 –The President submits the charge and direction for the Task Force.

February 14, 21, 27

March 6, 13, 20

April 4

### **Other communication to the campus**

March 7 Enrollment Management Plan update to Shoreline College Council

March 13 Enrollment Management Plan update to Operations

March 17 Enrollment Management Plan update to All Campus Meeting

March 17 EMTF sends call for feedback & ideas from Campus Community

April 10 Enrollment Management Plan update to Operations

April 10 Enrollment Management Plan presented to President's Leadership Team

April 14? Enrollment Management Plan update to All Campus meeting?

### **Enrollment Management Plan deadline to the President**

April 7

### **CHARGE OF THE EMTF:**

To complete a short term (12-18 months) enrollment management plan for review by the College and Board of Trustees. The Task Force reports to the Strategic Planning Committee.

### **ACHIEVEMENT OF GOALS FOR THE EMTF:**

The development of the Enrollment Management Matrix encompasses and meets following goals of the Task Force.

- Analyze potential student markets that might be developed or enhanced to expand the enrollment base.
- Identify, develop and implement programs and/or courses that can generate FTEs.
- Use the planning format (matrix) developed by the Strategic Planning Committee to establish enrollment goals for the college.
- Develop strategies to retain enrollment from quarter to quarter.

- Operate the Task Force in an open and transparent manner and engage the college in deliberations.

The EMTF was unable to address and complete the task of:

Seeking advice and ideas from other colleges that have assessed their program mix and conducted community strategic planning activities. *Time constraints and the necessary in depth discussions by the group limited the ability for research for specific solicitation of ideas and consultation from neighboring colleges. The Task Force will forward this goal to be pursued after the PLT approves the final Enrollment Management Plan.*

**THE PROCESS OF CONSTRUCTING THE ENROLLMENT MATRIX PLAN:**

EMTF generated a substantial list of short term and long term ideas to be used in the construction of the Enrollment Plan Matrix. The group was challenged with numerous and significant items when prioritizing them for recommendation for immediate implementation for the short term plan. The group spent considerable time discussing all items in detail to determine appropriate recommendations based on a quarterly plan.

EMTF categorized each idea according to three defined goals:

- 1) RECRUITMENT: Increase student enrollment to 4800 FTE's for 2006-07 and 4900 FTE's for 2007-08.
- 2) Increase College Visibility
- 3) RETENTION: Retain and Support our current students

**INTRODUCTION OF THE SHORT TERM, ENROLLMENT MATRIX PLAN:**

The Enrollment Management Task Force recognizes the short term matrix is not a comprehensive enrollment plan. The EMTF worked vigorously under a tight timeline to compile this list of short term and long term ideas for each of the established goals of Recruitment, College Visibility and Retention. The EMTF submits the following recommendations for the consideration of the President's Leadership Team. It is our hope the affected divisions/departments identified with the responsibility for implementation will be asked for feedback on the impact of viability, cost, staffing, and timeline to implementation including any recommended adjustments to the ideas presented.

**SHORT TERM, MATRIX PLAN – Recommendations to implement quarterly:**

Spring, Summer, Fall, 2006

Defined by the urgency and necessity to implement ideas into action to immediately generate FTE growth for the college.

**INTRODUCTION OF THE LONG TERM, ENROLLMENT MATRIX PLAN:**

The Enrollment Management Task Force appreciates the contribution of all ideas and wishes this information to remain intact for further consideration and implementation.

The campus community message was clear, the talking must conclude about generating enrollment and action must be implemented to generate FTE's. This collection of ideas are either currently in place, in progress and/or discussion for future possibilities.

**LONG TERM, MATRIX PLAN- *Ongoing and Pending ideas***

Ongoing ideas: Defined by existing and/or in-progress programs, services and instruction.

Pending ideas: Defined by further pursuit of discussion, research, planning and approval

**COLLEGE COMMUNITY IDEAS AND FEEDBACK – No idea left behind**

The college was asked to contribute ideas and feedback regarding the Draft Enrollment Plan matrix introduced on the college listserv March 17, 2006. The Task Force received 70 responses from the campus. The information was reviewed and duplications already existing in the matrix were deleted. The short term ideas were identified and bulleted for further consideration by PLT and will be forwarded to the next EMTF-II which will meet the week of April 24.

**SUMMARY:**

The Enrollment Management Task Force, the first of its kind on campus, enjoyed a unique perspective and respect for each member's unique and innovative contributions, ideas, and opinions to support our students and the growth of the college. All members are dedicated to strengthening academic success on a global level.

The Short Term Enrollment Management Plan is not a comprehensive plan. It was constructed with the charge of developing ideas to implement quickly and produce immediate FTE growth within 12-18 months. The EMTF- II could begin a discussion about the construction of a long-term Strategic Enrollment Plan for the college which would allow more time to identify and measure outcomes for future targeted enrollment plans.

The next steps for the EMTF- II, as directed by the President, is to re-organize as a standing committee. The Co-Chairs of EMTF-I suggest consideration of inclusion of representatives from all the constituency groups of the college. Currently classified staff are not represented on the committee.

After the Enrollment Management Plan is approved by the President's Leadership Team, the information will be posted on the EMTF web site. The committee feels strongly that the campus should see that no ideas will be left behind or ignored and the college community will have the ability officially view and monitor future progress, decisions, and outcomes of the plan implementation. There will be a question and answer option on the website so the college will be able to communicate ideas, provide feedback, or ask questions of the Task Force. They can also volunteer services for recruitment and retention at any time.

We respectfully submit the Enrollment Management Plan and Matrix to the President's Leadership Team. We appreciate the opportunity to address PLT if there are further questions regarding the plan and look forward to receiving your responses and

recommendations for how we should proceed with the suggestions of the committee and the campus community. As evidenced by the length of the matrix, there is no shortage of ideas on how to improve our performance as a college but with without leadership, resources, and institutional support they will remain only a list.

Sincerely,

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Terry Taylor – Professor of History  
& Political Science

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Robin Young – Registrar

Date: \_\_\_\_\_

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
APRIL 2006 – JULY 2007**

<b>Goal 1. Increase student enrollment to 4,800 FTEs for 2006-2007 and 4900 FTEs for 2007-2008</b>					
<b>Success Indicators</b>	<b>Measures/Strategies</b>	<b>Improvement Responsibility</b>	<b>Budget Impact</b>	<b>Reporting Frequency /Timeline</b>	<b>Reporting Responsibility</b>
<b>Efficient, effective recruitment processes are in place.</b>	Complete implementation of the Inquiry Management System.	Student Services		Ongoing	VP Student Services
<b>Efficient, effective recruitment processes are in place.</b>	Establish an Improved Campus Visitation Program for Prospective Students with participation by 200 students annually.	Executive Director of Diversity and Student Success		Ongoing	VP Student Services
<b>Efficient, effective recruitment processes are in place.</b>	Provide evening classes (hybrid and online) that target adults w/jobs and provides coursework on how to improve.	Dept. of Instruction		Ongoing	Department of Instruction
<b>Efficient, effective recruitment processes are in place.</b>	Increase the IBEST occupational training for campus ESL populations.	Humanities Prof-Technical Programs		Ongoing	VPAA
<b>Efficient, effective recruitment processes are in place.</b>	Implement communication audit to current students and disseminate information to campus.	Campus community		Ongoing	President
<b>Efficient, effective recruitment processes are in place.</b>	Provide high touch services in key areas: Enrollment Services/Financial Aid/Testing, etc.	Student Services		Ongoing	VP Student Services
<b>Students are able to take the classes needed for completion when they need them.</b>	Collect and analyze data from students to find out what they want, what they aren't getting, and what is needed to attract and keep them here. Enrollment Management Task Force analyzes data.	Enrollment Management Task Force, PIO, SBA		Ongoing	President
<b>Students are able to take the classes needed for completion when they need them.</b>	Work with HS counselors to identify HS students not accepted in 4-year institutions.	Advising/Counseling		Ongoing	Student Services

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
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<b>Students are able to take the classes needed for completion when they need them.</b>	Expand online learning opportunities.	Distance Learning Faculty		Ongoing	Dept. of Instruction
<b>College orientation and advising services are readily available to all students.</b>	Increase, coordinate and implement drop-in advising.	VPAA/VPSS Advising Task Force Faculty, Student Services		Ongoing	President
<b>Efficient, effective recruitment processes are in place.</b>	Send UW updates with class information for advisors. UW has students who can't get classes like English 101.	Advising Student Services		Spring 2006	VP Academic Affairs VP Student Services
<b>Efficient, effective recruitment processes are in place.</b>	Target students home for the summer --transfer classes, summer camps for music, film, art, science and other classes for college credit.	Dept. of Instruction		Spring 2006	Department of Instruction
<b>Efficient, effective recruitment processes are in place.</b>	Develop more contract learning for businesses, contact directly, credit and non-credit.	Extended Learning		Spring 2006	Dept of Instruction
<b>Efficient, effective recruitment processes are in place.</b>	Telephone any students that hasn't reregistered and call from lists such as CTE Week, Senior College, wait lists, etc. (Spring 2006).	Student Services, Instruction		Spring 2006	President
<b>Efficient, effective recruitment processes are in place.</b>	Contact Shorewood HS Counselors to explore offering hybrid classes on Monday afternoons to take advantage of early dismissal and allow students to participate in Running Start.	Recruitment & Retention and Student Services		Spring 2006	VP SS and VPAA

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
APRIL 2006 – JULY 2007**

<b>Efficient, effective recruitment processes are in place.</b>	Work w/student groups and how they can assist with recruitment and retention	Student Body Association, Clubs, Student Services		Spring 2006	Student Services
<b>Efficient, effective recruitment processes are in place.</b>	Increase recruiting efforts. Target the adult learners.	Student Services and Instruction		Spring 2006 for Fall 2006	Executive Director of Diversity and Student Success, VP for Student Services
<b>Students are able to take the classes needed for completion when they need them.</b>	Review class schedule and modify block schedule in the morning and keep it in the afternoon. Review the balance of hybrid classes for new students vs. regular classes.	Dept. of Instruction Faculty Senate Scheduling Task Force		Spring 2006	VP Instruction Faculty Senate Chair
<b>SCC's intake barriers are eliminated.</b>	Develop/advertise more ways to pay tuition.	Foundation Workforce Programs		Spring 2006	Foundation Financial Aid
<b>SCC's intake barriers are eliminated.</b>	Improve Financial Aid communications to students. Offer weekly Financial Aid workshops.	Student Services Financial Aid Office		Spring 2006	Student Services VPSS
<b>SCC's intake barriers are eliminated.</b>	Explore how other colleges register students online.	Student Services		Spring 2006	VPSS
<b>SCC's intake barriers are eliminated.</b>	Develop one-stop Intake/Entry Services: Walk-in or Online information.	Advising/Counseling Enrollment Services		Spring 2006	VPSS
<b>SCC's intake barriers are eliminated.</b>	Analyze registration dates of why we register when we do.	Enrollment Services Enrollment Management Task Force		Spring 2006	VPSS
<b>College orientation and advising services are readily available to all students.</b>	Centralize scholarship research.	Advising/Counseling Foundation		Spring 2006	Student Services and Instruction

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
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<b>Students are able to take the classes needed for completion when they need them.</b>	An annual class schedule is developed.	Dept. of Instruction Faculty Senate		Summer 2006	Dept. Of Instruction PIO
<b>SCC's intake barriers are eliminated.</b>	Develop incentives such as discounts for off-peak classes or bookstore discount if registering early, or free parking, etc.	College departments		Summer 2006	President/VP AS
<b>Students are able to take the classes needed for completion when they need them.</b>	Implement an Advising Day at the beginning of the quarter.	Advising/Counseling Faculty		Summer and Fall 2006	Student Services and Dept. of Instruction
<b>College orientation and advising services are readily available to all students.</b>	Provide expanded orientation for students.	Student Services		Summer/ Fall 2006	
<b>College orientation and advising services are readily available to all students.</b>	Implement Career Center for students.	Workforce Programs Student Services Advising/Counseling		Summer/ Fall 2006	Student Services and Instruction
<b>Efficient, effective recruitment processes are in place.</b>	Create culturally/cohort specific curriculum for recruiting. Propose new program "Come back to college" for mid-life men and women or implement targeted ethnic recruiting.	Dept. of Instruction & Student Services		Fall 2006	Department of Instruction
<b>Efficient, effective recruitment processes are in place.</b>	Offer for-credit testing preparation: SAT, CPA and LSAT, etc.	Testing Center Dept. of Instruction		Fall 2006	Dept of Instruction
<b>Students are able to take the classes needed for completion when they need them.</b>	For Education, SLPA and Psychology students, create a credit-bearing community service course around tutoring at the grade school next to campus.	IASTU division faculty		Fall 2006	VPSS/VPAA

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
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<b>Students are able to take the classes needed for completion when they need them.</b>	Expand prerequisite checking.	Humanities Division		Fall 2006	VPAA and Dept. of Instruction
<b>College orientation and advising services are readily available to all students.</b>	Provide advisor training during Opening week.	Advising/Counseling		Fall 2006	Student Services and Instruction
<b>College orientation and advising services are readily available to all students.</b>	Develop online advising.	Advising/Counseling		Spring 2007	Student Services and Instruction
<b>Efficient, effective recruitment processes are in place.</b>	Increase numbers of students of color based on demographic and Hire minority recruiters to go out in the community and beyond.	Student Services		Long Term	VP Student Services
<b>Students are able to take the classes needed for completion when they need them.</b>	Use degree audit software implementation for advising.	Student Services		Long Term	VPSS
<b>Students are able to take the classes needed for completion when they need them.</b>	Create Academic Transfer Office to promote transfer, develop articulations, help recruit and retain transfer students.	VP Student Services and VP Academic Affairs		Long Term	Board of Trustees College Council Strategic Planning
<b>Shoreline Community College intake barriers are eliminated.</b>	Identify high risk students as they come in, before class starts and refer to academic skill resources.	Student Services		Long Term	VPSS

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<b>Goal 2. Increase the college's visibility</b>					
<b>Success Indicators</b>	<b>Measures/Strategies</b>	<b>Improvement Responsibility</b>	<b>Budget Impact</b>	<b>Reporting Frequency /Timeline</b>	<b>Reporting Responsibility</b>
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Advertise/showcase activities, events to public via technology in public places	PIO Office		Ongoing	PIO Office
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Promote our agreement with UW-Bothell.	PIO Office		Ongoing	PIO Office
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Improve college website to showcase college programs.	PIO Office		Ongoing	Dept of Instruction
<b>College information (class schedules, CD's, course syllabi, flyers, etc.) is widely distributed throughout the region.</b>	Provide high schools with CD's, class schedules, catalog and syllabi of classes (Spring 2006).	PIO Office Dept. of Institution		Spring 2006	Dept. of Instruction

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<b>College information (class schedules, CD's, course syllabi, flyers, etc.) is widely distributed throughout the region.</b>	Distribute quarterly class schedules to regional libraries, community centers, businesses.	All Campus personnel		Spring 2006	PIO Office
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Engage in widespread messaging that succinctly promotes the benefits of Shoreline such as "low cost, affordable, high quality, high success rate for transfer, excellent support services."	Campus personnel		Spring 2006	PIO Office
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Develop and distribute college Transfer brochure.	PIO Office		Spring 2006	PIO Office
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Place more advertising in more regional publications.	PIO		Spring 2006	PIO Office
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Make better use of college cable access channel.	PIO, Campus Community		Spring 2006	PIO Office

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
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<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	End separation of credit/non-credit offerings.	PIO, Instruction		Spring 2006	President, College Council
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Inform middle school/junior high students of the college's programs. Inform parents and PTAs of College options and pathways.	Recruitment and Retention & PIO		Summer 2006	Student Services
<b>College information (class schedules, CD's, course syllabi, flyers, etc.) is widely distributed throughout the region.</b>	Expand mailing of the quarterly class schedule to other counties and college mailing lists.	PIO Office		Fall 2006	PIO Office
<b>SCC is appropriately promoted, advertised and showcased through media, print and marketing promotions, i.e. a full marketing plan is developed and implemented.</b>	Establish a permanent Marketing and Recruitment Committee.	PIO, Student Services		Fall 2006	PIO Office
<b>College information (class schedules, CD's, course syllabi, flyers, etc.) is widely distributed throughout the region.</b>	Change the name of the college to acknowledge the expanded mission of the school.	College Council Strategic Planning		Long Term	Board of Trustees

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
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<b>Goal 3. Retain and support our current students</b>					
<b>Success Indicators</b>	<b>Measures/Strategies</b>	<b>Improvement Responsibility</b>	<b>Budget Impact</b>	<b>Reporting Frequency /Timeline</b>	<b>Reporting Responsibility</b>
<b>Students are actively engaged in their courses and in college activities.</b>	Campus community is educated about student engagement in the learning process and in college life.	VPSS Professional Development Officer		Ongoing	TBA
<b>Students are actively engaged in their courses and in college activities.</b>	Professional development is provided for staff and faculty regarding engagement practices.			Ongoing	TBA
<b>A What-do-you-need-to-succeed? Campaign is effectively implemented Spring 2006.</b>	Connect college support services to instruction (Labs, tutors, clubs, etc.)	Student Services		Ongoing	Student Services Dept of Instruction
<b>Issues regarding the PUB renovation are resolved and the college community is well informed about solutions.</b>	Address the PUB issues now regarding:	Administrative Services		Spring 2006	Student Body Association
<b>Issues regarding the PUB renovation are resolved and the college community is well informed about solutions.</b>	·General Information about PUB schedule	Administrative Services		Spring 2006	
<b>Issues regarding the PUB renovation are resolved and the college community is well informed about solutions.</b>	·Signage	Student Body Association		Spring 2006	Administrative Services
<b>Issues regarding the PUB renovation are resolved and the college community is well informed about solutions.</b>	·Where are the services relocated	Administrative Services		Spring 2006	

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
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<b>Issues regarding the PUB renovation are resolved and the college community is well informed about solutions.</b>	·Where are the cafeteria services	Food Service Committee		Spring 2006	
<b>Issues regarding the PUB renovation are resolved and the college community is well informed about solutions.</b>	·Accommodations for students	Student Body Association		Spring 2006	
<b>Issues regarding the PUB renovation are resolved and the college community is well informed about solutions.</b>	Put a positive spin on the PUB remodel in all communications	Campus community PIO Office		Spring 2006	
<b>Communications to students are accurate, complete, informative, helpful and cordial.</b>	Implement an objective Communications Audit in all departments. Review all online, print and verbal messages to students in Financial Aid, Student Services, and Instruction.	Student Services All departments		Spring 2006	PLT
<b>Students receive regular feedback and are warned appropriately and early when problems occur.</b>	Provide mid-quarter grade and assessment information to students.	Dept. of Instruction Faculty Professional Devel.		Spring 2006	VP of Instruction V P of Student Services
<b>Students receive regular feedback and are warned appropriately and early when problems occur.</b>	Implement early intervention for warning probation students regarding academic status.	Instruction and Student Services		Spring 2006	
<b>Students receive regular feedback and are warned appropriately and early when problems occur.</b>	Review all barrier courses. Improve completion rates for Math 80 & 99.	Advising/Counseling Instruction Math Department		Spring 2006	

**ENROLLMENT MANAGEMENT GOALS and ASSESSMENT PLAN  
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<b>Communications to students are accurate, complete, informative, helpful and cordial.</b>	Develop pre-major planning sheets for all academic programs, including online.	Dept. of Instruction Advising/Counseling		Fall 2006	Dept of Instruction
<b>A What-do-you-need-to-succeed? Campaign is effectively implemented Spring 2006.</b>	Implement a What do you need to succeed? Campaign on campus w/booths, website, information for retention. (Spring 2006)	Student Services/ Jeff Omalanz Hood		Fall 2006	Student Services Dept of Instruction
<b>A What-do-you-need-to-succeed? Campaign is effectively implemented Spring 2006.</b>	Work w/student groups and how they can assist with recruitment and retention.	SBA, Student Services		Fall 2006	Student Services Dept of Instruction
<b>A dynamic Career Center is available to students to explore major and careers.</b>	Research existing models of college career centers.			Pending	TBA
<b>A dynamic Career Center is available to students to explore major and careers.</b>	Develop and implement a Career Center for student and faculty exploration.			Pending	TBA
<b>A dynamic Career Center is available to students to explore major and careers.</b>	Track and assess usage of career center.			Pending	TBA
<b>4. Comments from the Campus Community</b>		<b>\$ = Funding Source Necessary * = Recommendation</b>			
<b>Success Indicators</b>	<b>Improvement Responsibility</b>	<b>Budget Impact</b>	<b>Reporting Frequency /Timeline</b>	<b>Reporting Responsibility</b>	
Improve student satisfaction			Ongoing		
Staff, Faculty, Students recruiting in the community			Ongoing		
Reach out to communities in Shoreline			Ongoing		

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Partner with other agencies			Ongoing	
Offer classes in community centers, churches etc.			Ongoing	
Use Blackboard to save printing costs			Ongoing	
All staff reach out to students to be helpful			Ongoing	
Attract people to campus with events - film festivals etc			Ongoing	
Increase number and variety of online classes			Ongoing	
Combine all tutoring services in one location			Ongoing	
Athletic & Music Dept. recruiting within Shoreline School District for future students			Ongoing	
Customer Service specialist in enrollment services			Ongoing	
Have advisors call advisees for check-up			Ongoing	
All campus advising calendar - know when and where advisors are available			See page 4	
Advising Day using all Faculty			See page 4	
Online homework help available through King County Library			*/ Ongoing	
Set up e-mail for students to get quick answers to problems			*/ Ongoing	
Keep key services open late			* \$	
Provide class information to Boeing			*	
Promote Study Abroad Programs			*	
Employees as student sponsors			*	
College phone messages in Spanish			*	
Reduce stages to implementation of ideas			*	
Advertise in ethnic newspapers in other languages			*	
Assign every incoming Student with a Shoreline email address			*	
Market classes to Home schooled and Co-op students			*	
Extreme Customer Service			*	
Offer deferred payment options for tuition and fees			*	
Advising day a week before continuing student registration			*	

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Not schedule meetings, reports, etc during peak advising periods			*	
Implement Connecting to College and Careers for ESL students in Level 5			*	
Make direct advising contact with students as they complete 3rd or 4th GED test			*	
Incorporate information about college programs and resources as a part of GED orientation			*	
Update mailing lists			*/Long Term	
Degree audit system			Long Term \$	
Offer transfer degree weekends and evenings			Long Term	
Provide Open Course-Ware - class materials available on the web			Long Term	
Offer 4-year programs at SCC and form partnerships with universities			Long Term	
Offer "highest" high tech programs			Long Term	
Place kiosks in local businesses			Long Term	
Database to track student advising			Long Term	
Develop Transfer Center			Long Term	
Shoreline International College - Offer Classes in languages other than English			Long Term	
Coordinate promotion of transfer classes with other colleges in I-5 corridor			Long Term	
Teach basic classes in other languages			Long Term	
Electronic reader board in registration area			Long Term	
Not contacting all students - problems			Long Term	
Maintain "community" in college name			Long Term	
Petition the State to lower targets			Long Term	
Use CEO as model for non-traditional student program			Long Term	



<b>ENROLLMENT MANAGEMENT TASK FORCE REPORT/DATA LIST</b>			
<b>A</b>	<b>In-House Reports</b>		
<b>1</b>	Intake Task Force Report	Robin Young	
<b>2</b>	Recruiting Plan	Jeff Omalanz Hood	9/30/05
<b>3</b>	2004-005 SBA Survey	Student Government	
<b>4</b>	UW Transfer Information	Jim James	7/26/05
<b>5</b>	Phone Survey of No Show Students	Scott Saunders	12/31/04
<b>6</b>	Noel Levitz Survey, 2003 Presentation to BOT	Jim James	
<b>7</b>	Noel Levitz Survey, 2001	Jim James	
<b>8</b>	Report on Athletics	Ken Burrus	9/30/05
<b>9</b>	New Student Survey, 1999		4/15/99
<b>10</b>	New Student Survey, 2002		
<b>11</b>	SCC State-funded Monitoring Report, Trends	Judy Yu	2/21/06
<b>12</b>	Common Transfer Curriculum	Diana Sampson	2/21/06
<b>13</b>	Top Transfer Majors	Diana Sampson	2/21/06
<b>14</b>	Shoreline/Cascadia District Map with Notes	Jim James	3/15/06
<b>B</b>	<b>Data Available through the State Board</b>		
<b>1</b>	SBCTC Enrollment Forums	Alice Grobbins	9/30/05
<b>2</b>	Budgeting and Coding 101	Alice Grobbins	6/28/05
<b>3</b>	SBCTC Enrollment Plan 2005-07 Enacted Budget		4/25/05
<b>4</b>	State-funded FTE Monitoring Report, 2004-05	SBCTC	5/18/05
<b>5</b>	State-funded FTE Monitoring Report, 2005-06		2/21/06
<b>6</b>	SBCTC Enrollments presented to the WACTC Summer Retreat, July, 2005	SBCTC	7/28/05
<b>C</b>	<b>Articles</b>		
<b>1</b>	Enrollment Management PACRO	Janet Ward	
<b>2</b>	Developing an Enrollment Mgmt Model at IU South Ben	James Gyure	11/20/03
<b>3</b>	Using External Environment Scanning and Forecasting to Improve Strategic Planning	Joel Lapin	3/1/04

<b>4</b>	Stamats: Major Trends Seminar	Robert Sevier	2/23/06
<b>5</b>	7 Truths About Effective Recruiting	?	
<b>6</b>	Using Survey and Focus Group Research to learn about parents' roles in the community college choice process	Community College Review	Spring, 2002
<b>7</b>	More than Just Talk Proven Strategies for Recruiting and Retaining Minority Students	LRP Publications	Sept, 2005