



Aligning Strategic Enrollment Management Planning with District Strategic Plan

November 14, 2022



FUNDS PER FTES

	19-20'	20-21'
K-12 Ed	\$12,118.00	\$12,246.00
CCC	\$9,316.00	\$9,561.00
CSU	\$19,467.00	\$18,019.00
UC	\$33,070.00	\$31,272.00

November 14, 2022

Strategic Plan Goals



Goal 1

Optimize student access, progress, momentum, and success as part of the guided pathways framework.



Goal 2

Ensure equitable academic achievement across all racial, ethnic, socioeconomic, and gender groups.



Goal 3

Provide exemplary teaching and learning opportunities.



Goal 4

Provide exemplary workforce and career technical education programs that reflect the needs of the region we serve.



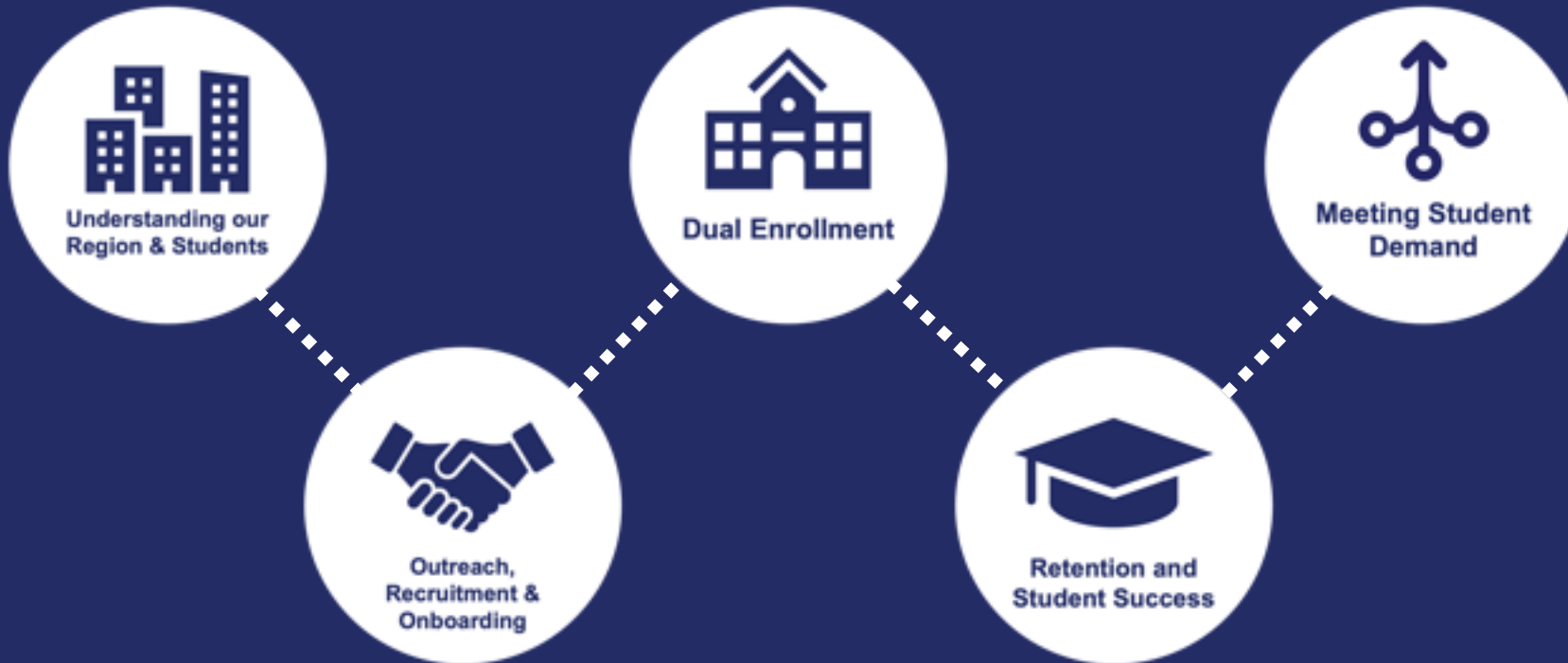
Goal 5

Foster an outstanding working and learning environment.



Goal 1 Strategic Enrollment Management Plan

Optimize student access, progress, momentum, and success as part of the guided pathways framework.





Goal 1 Strategic Enrollment Management Plan

Optimize student access, progress, momentum, and success as part of the guided pathways framework.

Early Momentum Metric (Priority Indicator):

- Restore and increase enrollment for all student populations

Longer Term Outcome

- Ensure that by 2027, the district's student population mirrors the demographics of our service area (representational equity goal)



Goal 1 Strategic Enrollment Management Plan

Optimize student access, progress, momentum, and success as part of the guided pathways framework.

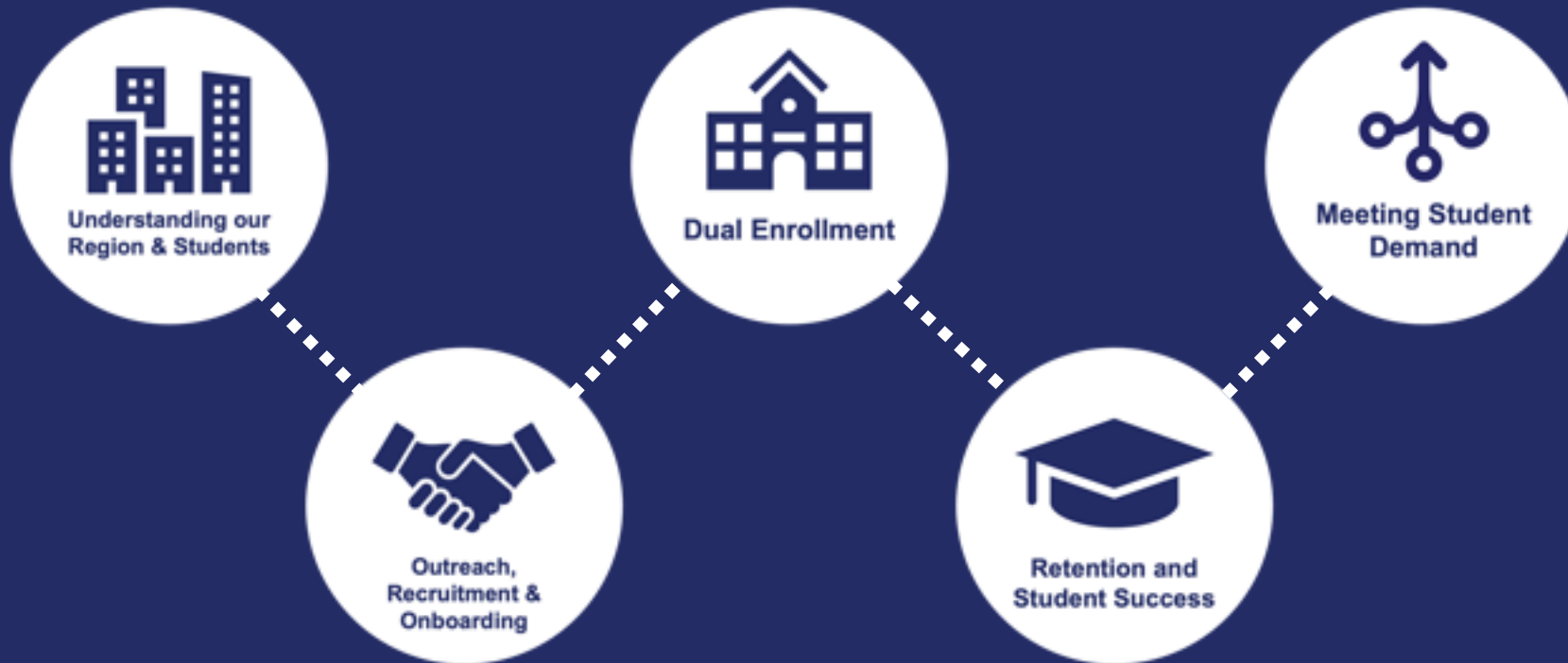
Supporting Indicators:

- Increase Fall 2023 enrollment levels
- Increase first time student enrollment (annual and 5-year targets)
- Increase full-time student enrollment (annual and 5-year targets)
- Increase dual enrollment students
- Increase adult learner (25+) student enrollment (annual and 5-year targets)
- Increase course retention (aligned with Vision for Success/Roadmap)
- Increase persistence (aligned with Vision for Success/Roadmap)



Goal 1 Strategic Enrollment Management Plan

Optimize student access, progress, momentum, and success as part of the guided pathways framework.





Understanding our Region & Students

Factors Contributing to Regional, Statewide, and National Community College Enrollment declines

- Macro Economic Conditions/Rising Wages for Young Adults
- Online colleges and universities (Arizona State, WGU, SNHU, others)
- New paths for learning (YouTube, alternate certification, Coursera)
- Proprietary colleges and universities
- Health and Safety factors relating to COVID-19 pandemic
- Adoption rate of remote service technologies



Understanding our Region & Students

RP Group Research Project

- Mapping Los Rios data and related resources for districtwide Strategic Enrollment Management planning
- Student enrollment flow analysis
- Student Focus Groups

Expected completion: December, 2022



Outreach, Recruitment & Onboarding

Outreach Redesign Project

- College-level outreach Action Plans in development
- Plans are focused on:
 1. Measurable enrollment goals
 2. Communication plans by student population
 3. Comprehensive enrollment and prospect database
 4. Processes to better coordinate and align Outreach efforts
- ~50 new limited-term Outreach and “In-reach” specialists being hired utilizing statewide COVID-Relief fund



Outreach, Recruitment & Onboarding

Financial Aid and Admissions & Records Redesign Update

- New model will align and streamline services for students, both online and on-campus
- Finalizing metrics for success in following categories:
 1. Operational Efficiency and Workload
 2. Student Satisfaction
 3. Employee Satisfaction and Organizational Climate
 4. Communication Responsiveness



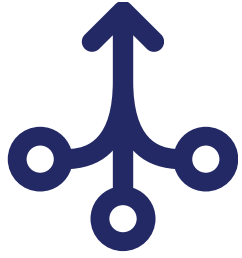
Dual Enrollment

- Goal of having MOUs in place with every large district in our region
- MOUs alone do not lead to scalability
- Scale best practices while creating a menu of options for K-12 partners, students, and parents
- Successfully won statewide K-16 Collaborative Grant award, bringing resources to support Dual Enrollment work



Retention and Student Success

- Guiding principle: Student success goals and focus on access are NOT mutually exclusive
- Enrollment impacted by new student recruitment, student retention efforts, as well as student unit load
- Student Retention Dashboard



Meeting Student Demand

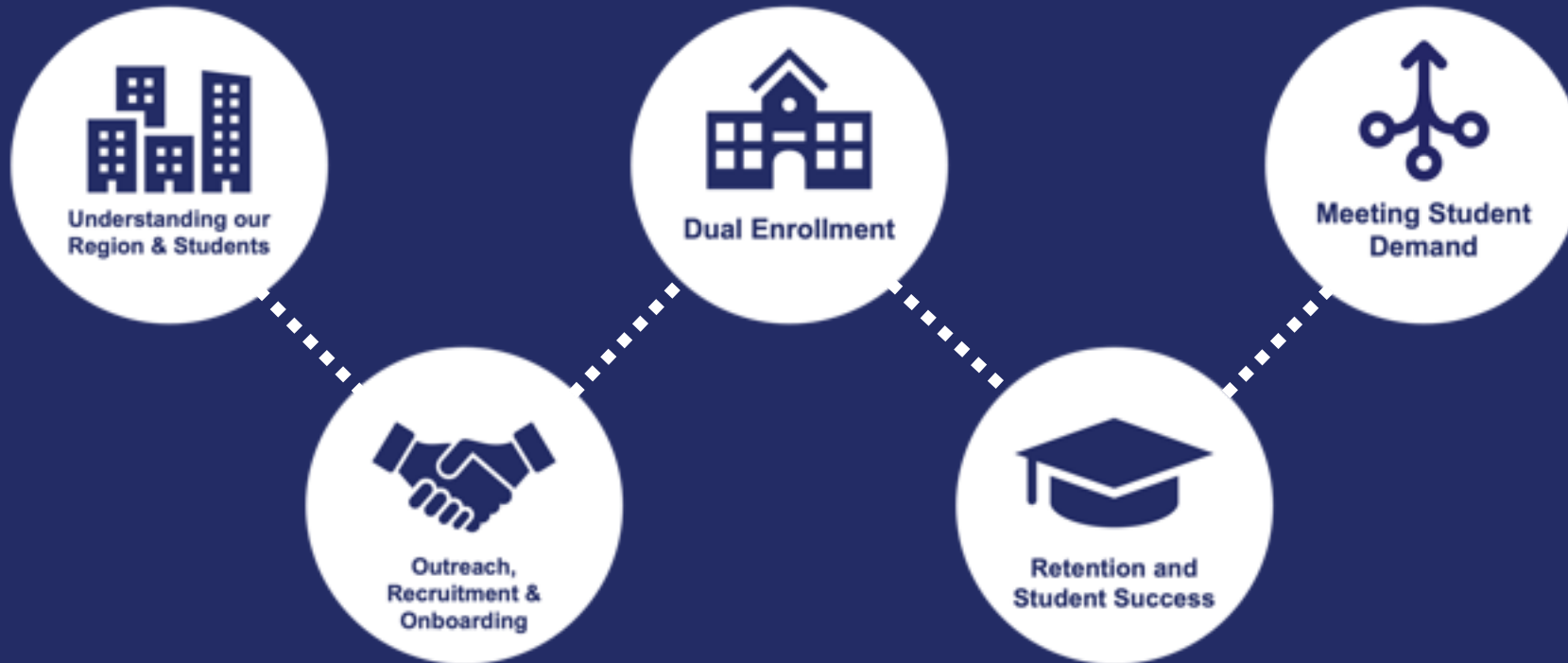
- Instructional inventory: Finding the right balance of online and on-ground offerings
- Improving the quality of online education and services
- Must be nimble and flexible to meet student needs
- Focus on textbook affordability (ZTC classes, OER)



Goal 1

Strategic Enrollment Management Plan

Optimize student access, progress, momentum, and success as part of the guided pathways framework.





Next Steps

- Colleges are formulating their college-specific strategies in each of these areas (deadline of March 1)
- **While plan is being developed, new strategies are being implemented in real-time**
- Finalized comprehensive Strategic Enrollment Management plan metrics and strategies to present in Spring semester



LOS RIOS
COMMUNITY
COLLEGE DISTRICT



Questions?