

## Enrollment Management Framework- Integration Matrix

Enrollment Management Framework	Accreditation Planning Agenda	First Year Experience Recommendations	Education Master Plan	Marketing Plan	Student Equity Plan
<p><u>Marketing and Communication</u> The college implements an integrated marketing plan with strategies for expanding programs and services to new markets. <b>1.1</b> Implement marketing plan with annual goals, action items, budget, responsibilities and timelines. (CS 3.2)</p>			<p><u>Increase Marketing and Outreach</u> <b>Strategy 3</b> Implement a unified Marketing and Outreach Plan. (CS 3.2)</p> <p><u>Support Use of Outcome Data</u> <b>Strategy 4</b> Conduct alumni follow-up research. (CS 2.1)</p> <p><u>Increase Courses/Programs for Under-Prepared Students</u> <b>Strategy 8</b> Connect student success with basic skills instruction. (CS 1.2)</p>	<p><b>Strategy 1.1</b> Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs and services (CS 3.2)</p> <p><b>Strategy 1.2</b> Communicate effectively with the external community to build awareness of events, activities, courses, programs and services. (CS 3.2)</p> <p><b>Strategy 2.1</b> Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2)</p> <p><b>Strategy 2.2</b> Support outreach efforts through development of materials and marketing expertise. (CS 1.3)</p> <p><b>Strategy 3.1</b> Raise gifts and pledges through President’s Council to support college innovations. (CS 1.3)</p> <p><b>Strategy 4.1</b> Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)</p>	
<p><u>Marketing and Communication</u> The college implements an integrated marketing plan with strategies for expanding programs and services to new markets. <b>1.2</b> Communicate desired enrollment to college constituencies the annual desired state of enrollment for the college. (CS 2.2)</p>		<p><b>1C</b> Develop and implement a plan for effective communication. (CS 1.1)</p> <p><b>2A</b> Establish effective Communication Structures/Systems. (CS 1.1)</p>		<p><b>Strategy 1.1</b> Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs, and services (CS 3.2)</p> <p><b>Strategy 2.2</b> Support outreach efforts through development of materials and marketing expertise. (CS 1.3)</p>	

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<p><u>Outreach &amp; Recruitment</u> The college supports new student recruitment and community outreach activities and functions. <b>2.1</b> Provide adequate publications to support outreach communications and outreach efforts with prospective students. (CS 1.3)</p>		<p><b>5A</b> Improve communication to first year students. (CS 1.1/1.2/1.3) <b>4C</b> Hire a full-time outreach coordinator to improve. (CS 1.3)</p>	<p><u>Collaborate with K-12</u> <b>Strategy 2</b> Offer non-traditional concurrent enrollment courses (E.g., music, art and dance). (CS 1.3)</p> <p><u>Increase Marketing and Outreach</u> <b>Strategy 3</b> Implement a unified Marketing and Outreach Plan. (CS 3.2)</p>	<p><b>Strategy 1.2</b> Communicate effectively with the external community to build awareness of events, activities, courses, programs and services. (CS 3.2) <b>Strategy 2.1</b> Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2) <b>Strategy 2.2</b> Support outreach efforts through development of materials and marketing expertise. (CS 1.3) <b>Strategy 4.1</b> Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)</p>	<p><b>1.1</b> Continue outreach efforts. (CS 1.3, 3.2)</p>
<p><u>Research and Application</u> The college regularly uses data and conducts analysis for program and services planning and decision making. <b>3.1</b> Base planning and decision making on regularly conducted institutional research which includes inquiry analysis of student and community perception and satisfaction, community needs, competitor information, under-enrolled program needs, enrollment trends, target market analysis and program and service quality. (CS 3.1)</p>	<p><b>III A5.b</b> Systematic evaluation process for professional development programs. (CS 5.1)</p>	<p><b>3A</b> Establish institutional learning goals to guide institutional planning. (CS 2.1) <b>3B</b> Conduct ongoing assessment. (CS 2.1) <b>3C</b> Collect, analyze, and communicate data regarding FY students. (CS 2.1) <b>3D</b> Establish FY benchmarks. (CS 2.1)</p>	<p><u>Support Use of Outcome Data</u> <b>Strategy 4</b> Conduct alumni follow-up research. (CS 2.1)</p>	<p><b>Strategy 4.1</b> Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1) <b>4.2 Strategy 4.2</b> Conduct behavioral research studies that identify market segments for target marketing efforts.</p>	<p><b>2.3</b> Examine basic skills process. (CS 1.1, 1.2) <b>2.4</b> Provide research for Program Review. (CS 1.2, 2.1) <b>2.7</b> Provide research on student success/retention. (CS 1.2, 4.1)</p>
<p><u>Processes and Structures</u> The college supports on-going and widespread development, review, discussion and evaluation of EM strategies, activities, and issues.</p>		<p><b>5A</b> Improve communication to first year students. (CS 1.1/1.2/1.3) <b>5B</b> Design and implement programs that promote. (CS 1.1/1.2/1.3)</p>	<p><u>Increase Marketing and Outreach</u> <b>Strategy 3</b> Implement a unified Marketing and Outreach Plan. (CS 3.2)</p>	<p><b>Strategy 1.1</b> Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs, and services. (CS 3.2)</p>	<p><b>2.8</b> Improve students' knowledge of policies, programs and services. (CS 1.2, 1.4)</p>

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(cont.) <b>4.1</b> Implement a system for managing student inquiry and application information and reports on student enrollment. (CS 2.1)		<b>5C</b> Implement programs/services that facilitate the transition of FY students. (CS 1.1/1.2/1.3) <b>5D</b> Provide services that promote the FY students personal development. (CS 1.1/1.2/1.3)		<b>Strategy 1.2</b> Communicate effectively with the external community to build awareness of events, activities, courses, programs, and services. (CS 3.2) <b>Strategy 4.1</b> Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)	
<u>Processes and Structures</u> The college supports on-going and widespread development, review, discussion and evaluation of EM strategies, activities, and issues. <b>4.2</b> Provide adequate resources (fiscal and human) to achieve enrollment goals. (CS 4.1)	<b>IIIA.2</b> Increase local computer technical support. (CS 4.1) <b>III B1.a</b> Explore changing facilities funding allocation to increase staffing. (CS 4.1)	<b>4A</b> Hire and retain diverse faculty and staff. (CS 1.3) <b>4B</b> Develop curricula that includes diverse perspectives. (CS 1.3) <b>4C</b> Hire a full-time outreach coordinator to improve. (CS 1.3) <b>4D</b> Include/Explore tolerance and diversity in Orientation for faculty/staff/students. (CS 1.3) <b>4E</b> Enhance diversity training. (CS 1.3) <b>4F</b> Incorporate the Campus mission and Values statement. (CS 1.3) <b>4G</b> Unify various clubs, committees communities that celebrate diversity. (CS 1.3)	<u>Collaborate with K-12</u> <b>Strategy 2</b> Offer non-traditional concurrent enrollment courses (E.g., music, art and dance). (CS 1.3)  <u>Increase Marketing and Outreach</u> <b>Strategy 3</b> Implement a unified Marketing and Outreach Plan. (CS 3.2)  <u>Strengthen Existing Programs</u> <b>Strategy 5</b> Review recommendations in EMP and identify programs to enhance. (CS 1.1)  <u>Increase Courses &amp; Programs for Underprepared Students</u> <b>Strategy 9</b> Implement a Career Advancement Academy. (CS 1.21)		
<u>Processes and Structures</u> The college supports on-going and widespread development, review, discussion and evaluation of EM strategies, activities, and issues. <b>4.3</b> Develop a structure for the on-going discussion development, review and evaluation of all campus retention and student success-related strategies. (CS 1.2)	<b>II A1.a</b> Implement a technologically based Early Alert System. (CS 1.1, 1.2) <b>II C1.b</b> Develop information competency assessment plan. (CS 1.1)	<b>2A</b> Establish effective Communication Structures/Systems. (CS 1.1) <b>2B</b> Establish a coordinated organizational structure for the delivering first year programs, services, and activities. (CS 1.1) <b>2C</b> Establish and support Professional Development structures that promote engaged pedagogies. (CS 1.1) <b>2E</b> Develop programs, policies and procedures that “make the success	<u>Increase Learning Alternatives</u> <b>Strategy 1</b> Increase on-line instruction through a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services offered via on-line.  <u>Support Use of Outcome Data</u> <b>Strategy 4</b> Conduct alumni follow-up research. (CS 2.1)	<b>Strategy 1.1</b> Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs, and services. (CS 3.2)  <b>Strategy 4.1</b> Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)	<b>1.2</b> Identify barriers in A & R processes. (CS 1.1) <b>1.4</b> Provide adequate course offerings for evening students. (CS 1.1)

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(cont.)		path clearer to students. (CS 1.1) <b>2F</b> Enhance partnership structures. (CS 1.1) <b>2G</b> Develop faculty/staff hiring structures that clarify institutional outcomes for FY students. (CS 1.1)	<u>Strengthen Existing Programs</u> <b>Strategy 5</b> Review recommendations in EMP and identify programs to enhance. (CS 1.1)  <u>Develop New Programs</u> <b>Strategy 7</b> Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1)  <u>Increase Courses/Programs for Under-Prepared Students</u> <b>Strategy 8</b> Connect student success with basic skills instruction. (CS 1.2)  <u>Increase Courses &amp; Programs for Underprepared Students</u> <b>Strategy 9</b> Implement a Career Advancement Academy. (CS 1.21)		
<u>Retention and Success</u> The college implements programs and services that meet the needs and assist the students with their academic success. <b>5.1</b> Develop and implement distinct programs and services for first year students. (CS 1.2)	<b>II A1.a</b> Integrate First Year Experience Plan. (CS 1.1)	<b>2A</b> Establish effective Communication Structures/Systems. (CS 1.1) <b>2B</b> Establish a coordinated organizational structure for the delivering first year programs, services, and activities. (CS 1.1) <b>2C</b> Establish and support Professional Development structures that promote engaged pedagogies. (CS 1.1) <b>2D</b> Provide adequate physical structures/facilities that facilitate. (CS 1.1) <b>2E</b> Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1) <b>2F</b> Enhance partnership structures. (CS 1.1)	<u>Increase Learning Alternatives</u> <b>Strategy 1</b> Increase on-line instruction through a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services offered via on-line.  <u>Strengthen Existing Programs</u> <b>Strategy 5</b> Review recommendations in EMP and identify programs to enhance. (CS 1.1)  <u>Develop New Programs</u> <b>Strategy 7</b> Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1)  <u>Increase Courses/Programs for Under-Prepared Students</u> <b>Strategy 8</b> Connect student success with	<b>Strategy 1.1</b> Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs, and services. (CS 3.2) <b>Strategy 1.2</b> Communicate effectively with the external community to build awareness of events, activities, courses, programs, and services. (CS 3.2) <b>Strategy 2.1</b> Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2) <b>Strategy 2.2</b> Support outreach efforts through development of materials and marketing expertise. (CS 1.3)	

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<p><u>Retention and Success</u> The college implements programs and services that meet the needs and assist the students with their academic success. <b>5.2</b> Implement collaborative and alternative learning strategies to enhance student learning and meet the needs of underprepared students. (CS 1.2)</p>	<p><b>II A1.a</b> Implement Early Alert System. (CS 1.1/1.2) <b>II A1.b</b> Instigate structure for more online instruction. (CS 4.1) <b>II B3.a</b> Implement strategies for consistency &amp; currency in counseling. (CS 1.1/1.2)</p>	<p><b>2E</b> Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1)</p>	<p><u>Increase Learning Alternatives</u> <b>Strategy 1</b> Increase on-line instruction through a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services offered via on-line. <u>Strengthen Existing Programs</u> <b>Strategy 5</b> Review recommendations in EMP and identify programs to enhance. (CS 1.1) <u>Develop New Programs</u> <b>Strategy 7</b> Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1) <u>Increase Courses/Programs for Under-Prepared Students</u> <b>Strategy 8</b> Connect student success with basic skills instruction. (CS 1.2)</p>	<p><b>Strategy 4.1</b> Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1) <b>Strategy 4.2</b> Conduct behavioral research studies that identify market segments for target marketing efforts (CS 2.1)</p>	<p><b>2.1</b> Increase success/retention of males. (CS 1.1, 1.2, 1.5) <b>2.5</b> Explore strategies for increasing success/retention for special populations. (CS 1.2, 5.1) <b>2.6</b> Increase success/retention of African American students in transfer, basic skills and voc ed courses. (CS 1.1, 1.2, 4.1)</p>

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			<u>Increase Courses &amp; Programs for Underprepared Students</u> <b>Strategy 9</b> Implement a Career Advancement Academy. (CS 1.21)		
<u>Retention and Success</u> The college implements programs and services that meet the needs and assist the students with their academic success. <b>5.3</b> Increase programs & services that meet community needs. (CS 1.1)	<b>III A.2</b> Increase access to counseling. (CS 1/2/4.1) <b>IV A1</b> Develop strategies to communicate planning/budget processes. (CS 2.2)	<b>2E</b> Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1)	<u>Increase Learning Alternatives</u> <b>Strategy 1</b> Increase on-line instruction through a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services offered via on-line.  <u>Collaborate with K-12</u> <b>Strategy 2</b> Offer non-traditional concurrent enrollment courses (E.g., music, art and dance). (CS 1.3)  <u>Develop New Programs</u> <b>Strategy 6</b> Develop courses and programs for seniors/life-long learners. (CS 1)  <u>Develop New Programs</u> <b>Strategy 7</b> Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1)  <u>Increase Courses &amp; Programs for Underprepared Students</u> <b>Strategy 9</b> Implement a Career Advancement Academy (CS 1.21)	<b>Strategy 1.1</b> Communicate all strategies effectively with the internal campus community to build awareness of events, activities, courses, programs, and services (CS 3.2) <b>Strategy 1.2</b> Communicate effectively with the external community to build awareness of events, activities, courses, programs, and services. (CS 3.2) <b>Strategy 2.1</b> Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2) <b>Strategy 2.2</b> Support outreach efforts through development of materials and marketing expertise. (CS 1.3) <b>Strategy 3.1</b> Raise gifts and pledges through President’s Council to support college innovations. (CS 1.3) <b>Strategy 4.1</b> Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1) <b>Strategy 4.2</b> Conduct behavioral research studies that identify market segments for target marketing efforts (CS 2.1)	<b>1.4</b> Adequate services for evening students. (CS 1.1)