

**City College of San Francisco Strategic Enrollment Plan**  
**Draft Outline Version 1.1**

**1. Executive Summary**

**2. Institutional Context**

- Chancellor 100-day task
- Include how this is connected to Mission and Vision statement
- Prior Work of CCSF Enrollment Management Committee
- Acknowledge prior documents that help shape this document
- Alignment with Vision for Success and Student-Centered Funding Formula

**3. Stakeholder Engagement**

- Talk about workgroup and involvement of faculty, staff, and administration in the enrollment planning process. Include mention of EMC
- Participatory Governance Process and timeline

**4. Goals and Objectives**

- Talk about the 4 focus areas and relate to student experience
- “Living document”
- To enhance diversity in the student body, reflecting the community’s demographics.
- Improve retention rates and increase graduation rates with specific goal(s) that is(are) measurable.

**5. Enrollment Management Analysis**

- List of goals from each workgroup
- Identify key demographics areas
- Areas that assist in Enrollment: FreeCity, Public Relations & Marketing

**6. Key Initiatives to Implement (more to follow based on goals from workgroup and other information)**

**7. Implementation Timeline**

- Develop a phased timeline for executing each initiative, with specific milestones and deadlines.
- Placeholders for stuff this academic year

**8. Assessment and Evaluation**

- Define KPIs (Key Performance Indicators) to assess the effectiveness of enrollment strategies. Could be EMC
- Establish a timeline for periodic review of the enrollment plan, with adjustments as needed based on data analysis. This would involve EMC

**9. Budget Considerations**

- Outline an estimate of budget needed to implement the strategic initiatives and identify potential funding sources.

## **10. Conclusion**

- Summarize the importance of a strategic enrollment plan in achieving CCSF's mission and enhancing its role in the community.
- Recap of key goals and strategies
- Call to action for campus community collaboration
- Long-term vision for sustainable enrollment growth and student success
- Indicate continuous review of actionable by EMC

## **11. Appendices**

- Additional data, charts, or resources to support the plan.
- include the IEPI document about SEMP, maybe samples SEMP