

Strategic Enrollment Management Plan Template

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Focus Area: Completion											
Source	Goal 1	Strategy	Specific Activity	TIMELINE	ANTICIPATED OUTCOMES	CULTURALLY RESPONSIVE / EQUITY STRATEGIES	KEY PERFORMANCE INDICATORS (WHAT DATA WILL BE USED TO	Resources needed (i.e. Human, fiscal, etc.)	Responsible Stakeholders & Collaborators	College Plan Alignment (e.g. Ed Master Plan, Student Equity Plan, Student Affairs Action Plan,	
	Increase student graduation and transfer rates	Create a more student-centered schedule and increase enrollment internally through classroom climate & "setup"	Review "heat" map (hottest & coldest time/day when classes are typically scheduled)	2024-25 academic year	increase in degree and program enrollment		enrollment data		ORP and Office of Instruction	EMP, Student Equity Plan	
		Reducing time to credential completion	Streamlining petition process (auto-petition process) Launch of the close-to-completion campaign	Fall 2025	Higher number of awards	Strategy aligned with Completion Metric of Equity Plan	Number of petitions and awards	Additional staff in Student Affairs (A&R?Completion Center?) to further support the expansion of the auto-petition	A&R, Completion Center, Counseling, ITS	EMP, Student Equity and Student Affairs Action Plan	
		Strengthen academic pathways, articulation agreements, and advising to help students stay on track and understand their educational and career options	Implement Program Mapper Accelerated pathways (6-week; 8-week and 12-week year round)	Fall 2025		Provide proactive interventions for students who experience equity gaps (e.g., low-income, first-generation, other equity populations such as offer mentoring, counseling, and other resources to address their specific barriers.		Chief (Academic) Engagement Officer		EMP, Student Equity Plan	
			Compressed calendar - 16-week semester	Fall 2025	increase in degrees and program completion		enrollment data			EMP, Student Equity Plan	
			Continue to offer training to faculty on positive classroom climate	Throughout Spring and Fall 25	Increase course completion which will lead to increase program		student course completion data			EMP, Professional Development Plan	
			Assess and improve classroom facilities.	Spring 25	Increase course completion which will lead to increase program completion		student course completion data	Fiscal resources to make classroom improvements and make classrooms smart	Facilities	EMP and Facilities Master Plan	
		Increase the number of students who are completing SCFF eligible programs.	Identify programs that contribute to SCFF and upgrade students from Certificate of Accomplishments to Achievement Identify programs in need of revitalization or discontinuance	Spring 2026	increase of student completion in certificate of achievement programs		student completion data		Student Completion and A&R, Office of Instruction, ORP	EMP, Student Equity Plan	
			Scale the ongoing Close-to-Completion campaigns targeting identified equity groups with lower completion rates		increase in degree and program completion	Granular data to identify programs, gender, age of equity population for more targeted campaigns	% of equity population completing their programs OR realizing their own academic goals	Additional staff in Student Affairs (A&R?Completion Center?) to further support the expansion of the auto-petition process and evaluations.	Student Completion, ORP Office of Instruction	EMP, Student Equity and Student Affairs Action Plan	

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			Continue and promote the Declare Your Major campaign for undecided students Introduce a program mapper tool to complement students' Ed Plan	Promotion in Spring 2025	Reduced time to complete degrees and programs		number of students completing ed plans	possible cost of tool proposed		EMP, Student Equity and Student Affairs Action Plan
			Leverage Credit for Prior Learning (CPL) to guide students to faster completion of their programs		shorter completion time	launch a more focused campaigns targeting veterans and other under	number of students who applied	counseling staff	CPL strike team	EMP, Student Equity and Student Affairs Action Plan
			Highlight course offering timelines (for courses that are only offering once a year, program scheduling path)							EMP, Student Equity Plan
			Math and English course overlaps with other courses; Roll-out the new Math and English Pathways (Nov 2025)	2024-25 academic year		Highlight the mentorship and tutorial services for math and english classes				EMP, Student Equity and Student Affairs Action Plan
			Add more programs (degrees and certificates) for the auto-petition process		increase in number of certificates of achievement	review demographics of those completing cert of accomplishments	completion rates of certificate of achievements		AA, Student Completion and Office of Instruction, ORP	EMP, Student Equity Plan
			Review and revise programs that combine skills from multiple disciplines, such as technology and healthcare or business and data analytics.	2025-26	well-rounded students (hard and soft skills)		increase retention rates across enrolled programs		Office of Instruction, ORP	EMP, Student Equity Plan
			Increase transition from non-credit to credit i.e. High school diploma to AA completion	Academic year	Increase credit students' enrolled					EMP, Student Equity Plan
Source	Goal 2	Strategy	Specific Activity	TIMELINE	ANTICIPATED OUTCOMES	CULTURALLY RESPONSIVE / EQUITY STRATEGIES	KEY PERFORMANCE INDICATORS (WHAT DATA WILL BE USED TO MEASURE PROGRESS)	Resources needed (i.e. Human, fiscal, etc.)	Responsible Stakeholders & Collaborators	College Plan Alignment (e.g., Ed Master Plan, Student Equity Plan, Student Affairs Action Plan, etc.)
	Improve student persistence and engagement	Offer co-curricular and high-impact programs to augment academic offerings with experiential learning components	Expand the existing Project-Based Mentorship (PBM) program into a college-wide industry mentorship initiative	2025-26 academic calendar	higher percentage of internships, immersions and other experiential learning activities	mentors from diverse backgrounds that meet the needs of equity population	increase retention rates across enrolled programs	software and allocated time to lead and manage the program		EMP, Student Equity, SWP and Student Affairs Action Plan
		Develop more experiential learning (work-based) experiences for students	Include experiential learning components to curriculum		relevant and engaging programs		Higher employment rates among graduates Positive word of mouth from students and alum	PD training for faculty	Academic Affairs, Department Deans and Chairs	EMP, Student Equity and Student Affairs Action Plan
			Enhance on-campus and off-campus student employment opportunities							EMP, Student Equity, SWP and Student Affairs Action Plan

			Leverage Degree Works as students' academic GPS ; continue the regular workshops to inform students of this app		updated majors and ed plans on Banner and Degree Works (DW)		students' utilization of DW	close coordination with department deans and chairs	Student Completion	EMP, Student Equity and Student Affairs Action Plan	
			Capture Apportionment for Classes Using Categorical/Restricted Funds								
			Short-Term Vocational Programs			Programs aimed for learners who need to upskill, retool and re-enter the workforce	increase enrolment in trade and other vocational programs				
			Provide wrap around services using the new student experience platform, ConexED for case management	2025-26	Higher utilization of support services; satisfied students	Mindful assessment of unspoken or unarticulated needs of students	Number of students who are using the services		Various support and resource centers	EMP, Student Equity and Student Affairs Action Plan	
Source	Goal 3	Strategy	Specific Activity	TIMELINE	ANTICIPATED OUTCOMES	CULTURALLY RESPONSIVE / EQUITY STRATEGIES	KEY PERFORMANCE INDICATORS (WHAT DATA WILL BE USED TO MEASURE PROGRESS)	Resources needed (i.e. Human, fiscal, etc.)	Responsible Stakeholders & Collaborators	College Plan Alignment (e.g., Ed Master Plan, Student Equity Plan, Student Affairs Action Plan, etc.)	
Completion	Increase collaborations between SA and AA (intra and inter departments)	Strengthening Academic Support Services	Peer tutoring and mentoring; classified tutoring options; Library Services (reserve textbooks, laptops)		Students' needs are identified and referred to appropriate service provider	Mindful assessment of unspoken or unarticulated needs of students					
			Provide wrap-around services using the new student experience platform, ConexED for case management							EMP, Student Equity and Student Affairs Action Plan	
			Leverage existing infrastructures i.e. Career Services and Career Center							EMP, Student Equity, SWP and Student Affairs Action Plan	
These strategies below support the overall SEMP and might overlap with the other groups											
		Institutionalize use of data for targeted campaigns and interventions.	Perform Detailed Analysis on Historical Trends for Accurate Forecasts;	All throughout the year	More targeted campaigns reaching out to different student segments	Granular data to identify programs and demographics of equity population with lower completion rate	Number of students served categorized per segment			EMP, Student Equity and Student Affairs Action Plan	
			Establish Benchmark for Growth for High Demand Programs								
			Use predictive analytics to identify students and proactively offer support services.								
		Establish a well-defined marketing communications infrastructure for consistent messaging and awareness of various academic programs and support services	Define the central message (CCSF positioning) that each unit will use for various campaigns Centralized unit to oversee the college-wide event calendar Consistent branding across units		consistent messaging, less redundant and overlapping programs and events		Students are well-informed of ongoing services and programs on a regular basis		Marketing Dept		