

Strategic Enrollment Management Plan Template

| Strategic Enrollment Management Plan Template | | | | | | | | | | |
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| Focus Area: Recruitment | | | | | | | | | | |
| Source: Enrollment Funnel | Goal 1 | 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.) |
| Awareness | To build awareness and knowledge of CCSF programs in the community. | Recommend that the college develop a strategic marketing, advertising, and public relations plan. | Hire a marketing director to oversee and develop college-wide strategy. Assign a budget for marketing. Work on committed and continuous CCSF exposure (e.g. digital marketing, multimedia sources, billboards, mailings/brochures) | 2024-25 school year | Marketing director will implement a robust college-wide marketing campaign. | Messaging should reflect the various demographics of the SF community, including translation, messaging, and diverse student images. | Development of comprehensive plan; Seasonal campaigns tied to semester; feedback loop to adjust messages as needed. | Market Director Salary; support team, budget for digital and print marketing; mixed media; outdoor | Chancellor; Vice Chancellors; Department Steering Committee for content development | |
| | | Create and market center identities. | College leadership to determine future direction for center course offerings (departments/programs) and communicate with chairs to develop a focused scheduling plan. Conduct deep analysis of the current enrollment and future needs of each center and adjust course offerings accordingly. Develop marketing materials to promote and brand each center | Ongoing | Clear identity for Downtown, Mission, and Chinatown with specific focuses; Leadership to allocate department budgets per center. Communications campaign developed for each center to market identity. | Address the needs of each community based on course offerings. Marketing and branding based on target audiences and demographics. | Increased enrollment per class and overall per center to an average of 34 to meet FTES goal. | FTE allocations by center. | Chancellor; Vice Chancellors; Center Deans, Academic Deans and Chairs | |
| | | Keep college website up to date. | New content management system. Review as front-facing communication system. Incorporate web design into the marketing strategy. | 2025-26 school year | Newly designed website with functional design. Website activity report for each department (review performance) | End user experience for all demographic groups | Increase in click through rates. Search engine optimization; Optimizing metadata | Web design team; Pay for Search Engine Optimization | Chancellor; Vice Chancellors; Department, Marketing Director | |
| | | Build an effective system to track and respond to public inquiries. | Implement CRM for automating inquiry responses and building prospective student database. Continue to message prospective students with interesting content, updates on key semester dates, and invitations to CCSF events. Ongoing | Roll-out in Spring 2025; on-going | Increased prospective database; improved productivity and communication in timely manner. | Translation of messaging (longer implementation); responsive to student needs. | Increase in relationship building; growth in inquiries | Funding for software license | Outreach Department | |
| 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.) |
| Consideration | To grow the number of applicants to CCSF. | Highlight the value of Free City | Implement ongoing Free City campaigns i.e. postcard; info available on various CCSF communication platforms, digital and print marketing. | AY 2024-2025 | CCSF as a first choice for post-secondary option/path based on the price factor. | Use different languages that are inclusive of the diverse population of potential students. Intentional recruitment of low income socio-economic status demographics. Center specific information in various languages. | Survey incoming applicants. Assess the student's needs. Use CCC apply data for next application cycle. Work with ORP to put a QR code on materials. Measure click rates. | Tight connection with counselors, deans & chairs, a assessment office, faculty, and A&R to run ARGOS reports. Maximize income from Free City. Need a government | IT, A&R, outreach, counseling, completion, | Free City Master Plan |
| | | Participate in and organize on campus and off campus events to share CCSF information with the public. Provide application support where needed. | Attend off-campus events such as college and career fairs, community fairs, and school presentations. Organize college open houses, campus tours, and special events to highlight CCSF programs. | AY 2024-2025 | Reaching different and new potential students - ones that would not be at a Job Fair but are looking for a career change. | Attending community event to reach potential "older" students | Increase in community event attendance. Increase in student follow up for applications. | Make online registration easier. Tight connection with A&R & Counselors. | Outreach Department | Free City Master Plan |
| | | Engage alumni and build a database for staying connected. Promote program successes and share compelling stories, job placement, student awards. | Share CCSF success stories. Offer opportunities for networking with current and former CCSF students to learn more about the programs. | AY 2024-2025 | Active and updated database within each department Celebration bringing past alumni that are now D1 or D2 (higher level). Visibility of different department accomplishments through student athletes. Boosts morale. | Identify alumni representing diverse communities and backgrounds. Broad representation of all departments and students. | Increase in alumni network. Attempted enrollments through ARGOS | Structured process for reporting successes; Marketing Director to write stories, post. Database manager, marketing point person | Career Services, Student Affairs, Marketing Director | Free City Master 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.) |
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| Decision | To increase the number of students successfully enrolling in CCSF classes. | Streamline matriculation and enrollment policies/process. | Review process and simplify where necessary. | Look into option fall 2024, create a advisory | Improve current registration system. Identify opportunities to alter/change/simplify | Provide materials such as videos and one-pagers in multiple languages | Increase registration | possibly funding, staff assigned to oversee project | IT, A&R, outreach, counseling, completion, | |
| | | Communicate to Credit and Noncredit students who have not yet completed enrollment steps. | Provide supportive emails and texts (warm and welcoming tone) with clear instructions. Develop and share materials (e.g. short videos, one pagers) to clearly communicate enrollment steps. | Develop communication strategies and content during fall 2024 to implement actions for ongoing | Increase class registration and overall enrollment | Provide communication in additional languages | registration and enrollment data | Applicant data and contact information | A&R, outreach, FYE, Bridge to Success Coordinator | |
| | | Provide opportunities for Noncredit and Credit students to receive support to complete enrollment steps. | Continue to offer All-in-One Days, Enrollment Workshops, and 4:1 virtual meetings each semester to students who have not yet completed enrollment steps. Communicate with applied | Ongoing | More students registering for classes | Make online registration easier. | Growth in enrollment | Staff OT for All-in-One days, evening hours | Vice Chancellor of Student Affairs, Center Deans | |
| | | Provide intentional and strategic guided entry into the college so that students get a warm handoff from the point of matriculation to their academic area of interest, particularly for students who | Review Student Success Network results from 2020-22(?) and determine how to provide more effective hand-off from matriculation to ACCS/academic departments | AY 2024-2025 | More effective process for handing off students who finish matriculation to a point person(s) in the academic area | More inclusiveness of all students. A more welcoming environment. | Look at how to replicate the warm hand-off seen through the cohorted model to unaffiliated students | Staff planning time. | Vice Chancellor of Student and Academic Affairs, Deans | |
| | | Promote CCSF Learning communities, support programs, and centers to incoming students so that they can receive enrollment support through program participation. | Streamline information and application to learning communities/retention programs/centers. | 2024-2026 | Have a more streamlined process for students to explore and apply to CCSF retention and transfer programs. | Engage/include all campus centers in this effort and support for this strategy | Enrollment Data, program participation data | Argos, data and registration process training | A&R, resource centers, outreach, counseling, | |