

## Development of an Enrollment Management Committee Proposal

**De Anza College Mission:** To provide an academically rich, multicultural learning environment that challenges students of every background to develop their intellect, character and abilities; to realize their goals; and to be socially responsible leaders in their communities, the nation and the world. The college engages students in creative work that demonstrates the knowledge, skills and attitudes contained within the college's Institutional Core Competencies:

- Communication and expression
- Information literacy
- Physical/mental wellness and personal responsibility
- Civic capacity for global, cultural, social and environmental justice
- Critical thinking

**Background:** In an ASCCC paper titled *Enrollment Management Revisited* (2009), the authors point out that “ Strategic Enrollment Management is a comprehensive process designed to help an institution achieve and maintain optimum recruitment, retention, and graduation rates of students, where optimum is defined within the academic context of the institution.” Academic context implies that “academic consideration (such as student access and success) be paramount in decisions.” At De Anza, we add equity because we are committed to every student receiving what she or he needs to succeed. “Enrollment management is a process by which students enrolled in class and sections offered are coordinated to achieve maximum access and success for students. All enrollment management decisions must be made in the context of the local mission and educational master plan in addition to fiscal and physical consideration.”

Over the last two years, faculty have expressed the need for De Anza to development of an enrollment management strategy or plan in support of the college's mission, education master plan and strategic initiatives. Faculty in various divisions are interested in a more systematic approach to enrollment management, in developing policies and making decisions that affect course offerings. Enrollment management requires articulating a plan, method and/or strategies. Enrollment management includes “*data-driven strategies that incorporate enrollment targets and outlines enrollment strategies and benchmarks to achieve targets while focusing on student success and equity.*”

**Recommendation for Approval:** The Academic Senate recommends that De Anza's administration create an Enrollment Management Team, through the College's Instructional Planning and Budget Team (IPBT), to develop a campus enrollment management plan/strategy including best practices for managing enrollment, and the identification of appropriate activities and budgeting priorities. The strategy/plan could also address professional development activities to support the learning of best practices and a mechanism for reporting to the Academic Senate. This team will consist of faculty, administrators, classified professional and students. .

### Resources:

ASCCC Enrollment Management Revisited 2009

Valencia College Enrollment Planning <https://valenciacollege.edu/academic-affairs/institutional-effectiveness-planning/strategic-plan/enrollmentplan/#LearningPlan>

Cuesta College Enrollment Plan

[http://www.cuesta.edu/aboutcc/documents/accreditation/plans/SLOCCCD\\_Enrollment\\_Management\\_Plan2014\\_2017.pdf](http://www.cuesta.edu/aboutcc/documents/accreditation/plans/SLOCCCD_Enrollment_Management_Plan2014_2017.pdf)

To present at the May 16, 2016 Senate Meeting