SOUTH MOUNTAIN COMMUNITY COLLEGE
STRATEGIC ENROLLMENT MANAGEMENT PLAN ACTIVITIES

ACTIVITY #	ACTIVITY DESCRIPTION	STAKEHOLDERS	RESPONSIBLE PARTY	TIMELINE	STATUS
1	**RECRUITMENT**				
1.1	Develop a consistent market definition of the college service area and establish ongoing relationships with K-8, high school, business and community organizations within this area.				
1.1.1	Create an outreach plan detailing how and when the College will interact with prospective schools.	Early College, Recruitment	Christopher Erran, Rosa Cota	Spring 2015	In progress-Fall 2016
1.1.2	Host on-campus events for K-8 students (e.g. College for a Day).	Recruitment	Christopher Erran	Spring 2017	In Progress - Spring 2017
1.1.3	Establish a dedicated presence in all service area schools including advertising space and recruitment event opportunities.	Recruitment	Christopher Erran	Fall 2015	Ongoing
1.1.4	Create an outreach plan detailing how and when the College will interact with businesses and community organizations.	VP Learning	Tillie Chavez	Fall 2015	Ongoing
1.1.5	Use data provided by the Planning, Research and Development department to prioritize recruitment efforts based on the number of potential students.	PRD, Recruitment	Damita Kaloostian	Fall 2015	Ongoing
1.1.6	Identify local businesses and organizations where SMCC recruitment could promote the college.	Recruitment	Christopher Erran	Spring 2015	Annually Spring
1.1.7	Target local high school seniors with early release to enroll in afternoon and evening courses.	Recruitment	Christopher Erran	Spring 2015	Ongoing
1.2	Leverage college events as an opportunity to transition participants into SMCC students.				
1.2.1	Coordinate staff presence at all community events held on campus including but not limited to library, athletic events, and performing arts.	Recruitment, Marketing	Stacey Wright	Fall 2016	Ongoing
1.2.2	Provide promotional materials to staff participating in college-related events to recruit potential students.	Recruitment, Marketing	Jennifer Grentz	Fall 2015	Ongoing
1.2.3	Invite AAEC/Hope students to SMCC activities.	Recruitment	Christopher Erran	Fall 2016	Ongoing
1.3	Establish greater efficiency and effectiveness throughout the recruitment process.				
1.3.1	Increase the number of on- and off-campus opportunities for seniors in local high schools to complete placement testing, enroll in classes and complete their FAFSA.	Recruitment	Christopher Erran	Spring 2015	On going
1.3.2	Create a strategic calendar of all on- and off-campus recruitment events throughout the year and make available to the entire college.	Recruitment	Christopher Erran	Spring 2015	Ongoing
1.3.3	Identify key faculty by discipline to promote programs at recruitment events.	Recruitment, Faculty	Christopher Erran, VPL	Fall 2015	Ongoing
1.3.4	Recruit ACE, Dual, Trio, HOOP students using an early college approach to reduce duplication and streamline effectiveness	Recruitment, Marketing, Early College	Christopher Erran, Jennifer Grentz, Rosa Cota	Spring 2015	Ongoing
1.3.5	Use BOExi Report AD_0034 weekly to connect with potential students who have enrolled but not registered for courses.	Recruitment, Advising	Christopher Erran, Suzanne Hipps	Spring 2015	On going
1.4	Provide ongoing training for all college staff responsible for recruitment functions to ensure consistency, accuracy and comprehensiveness of all interactions.				
1.4.1	Create a student goal-dependent recruitment script and/or flowchart to assist recruiters with what pertinent information should be provided to potential students.	Student Success	Christopher Erran	Fall 2015	In Progress
1.4.2	Develop and implement a recruiter training plan which includes materials and continuous training dates.	Recruitment	Christopher Erran	Fall 2015	Ongoing
1.4.3	Develop a system to include faculty and staff in the recruitment process when appropriate.	Recruitment	Christopher Erran	Fall 2015	In Development
1.4.4	Provide storytelling workshop to recruiters and student ambassadors.	Recruitment	Travis May	Annually Fall	Ongoing
1.4.5	Informational sessions regarding STEM Bioscience, Hermanas, and Si Se Puede to Maricopa Institute of Technology.	Recruitment	Rosa Cota	Annually Spring	Ongoing
2	**ENROLLMENT & REGISTRATION EXPERIENCE**				
2.1	Enhance the exterior appearance of the college campus.				
2.1.1	Develop and create a campus revitalization plan to paint campus buildings.	Facilities	Bear Holmes	2015-16	Completed
2.1.2	Create a building naming and signage convention that is intuitive to students and the community that allows easy navigation of college buildings and classrooms.	Facilities	Bear Holmes	2015	Completed
2.1.3	Develop a plan to create new and/or revitalize the existing monuments on campus to foster an inspiring and inviting environment for students and the community.	Facilities	Bear Holmes	2016-17	In Progress
2.1.4	Develop a variety of external visuals (e.g. banners, large signage) to promote the college and create a campus environment that fosters student success.	Marketing	Jennifer Grentz	Oct-16	Ongoing
2.2	Develop and implement college-wide customer service standards.				
2.2.1	Create a repository of general college information (FAQs) and train all departments so that consistent information is provided to all students.	Welcome Center	Ralph Thompson	Annually Fall	In Development
2.2.2	Research and implement customer service standards to foster a culture of "One South Mountain" where all students are provided with a consistent experience by all employees.	Welcome Center	Ralph Thompson	Fall, Spring, Summer	Ongoing
2.2.3	Create a more comprehensive Welcome Center equipped to answer general questions, provide campus information, triage student/guest needs, and provide a welcoming environment.	Welcome Center	Ralph Thompson	Fall, Spring, Summer	Ongoing
2.3	Implement a one-stop model approach to the entire student enrollment and registration experience.				
2.3.1	Create a strategic roll out plan to implement the "One Stop" model in the SES building; to include space distribution of the area, methodology of the enrollment/registration process, and a timeline of project completion.	VPSD	Osaro Ighodaro	Summer 2016	In Progress
2.3.2	Research and purchase a queue system for students/guests to facilitate wait times for services in the SES building.	Student Development	Guy Goodman	2015	Completed
2.3.3	Conduct workshops on campus to inform students on the following resources: Financial Aid, SAP, Loans, submitting paperwork, scholarship opportunities, financial literacy, Life resources, shelter information, basic needs, refund dates, deadlines, cougar scholarship, president's scholarship and library resources.	Financial Aid	Inez Moreno-Weinert	Fall, Spring, Summer	Ongoing
2.4	Leverage strategic communication to potential and current students as an essential tool to promote awareness of key events in the enrollment and registration experience.				
2.4.1	Send a letter from the college president congratulating every student who enrolls at SMCC.	AR&R	Jean Watermolen	Fall, Spring, Summer	Ongoing
2.4.2	Create and send tailored message to students who have taken placement tests but have not registered with detailed steps to follow to encourage them to register.	Testing	Christine Neill	Fall, Spring, Summer	Ongoing
2.4.3	Develop consistent strategies for communicating cancelled courses and providing alternative courses to students as a result of Go/No-Go.	VP of Learning	Tillie Chavez	Fall, Spring, Summer	Ongoing
2.4.4	Create and send notification to every student prior to being purged from their courses with options for them to follow.	AR&R	Jean Watermolen	Fall, Spring, Summer	Ongoing
2.4.5	Create and send notification to every student who was recently purged from their courses to alert them of the action with options for them to follow to re-register.	AR&R	Jean Watermolen	Fall, Spring, Summer	Ongoing
2.4.6	Encourage 30+ credit students who stopped/dropped out to return to SMCC and register for courses.	Career and Educational Planning	Suzanne Hipps	Fall, Spring, Summer	Ongoing
2.4.7	Create and send tailored messaging to co-enrolled students to encourage them to fully enroll and register at SMCC (i.e. ACE, Dual, AAEC, etc.)	Early College	Rosa Cota	Fall, Spring	Ongoing
2.4.8	Create a faculty/staff volunteer group responsible for assisting in the contact of students at the various "stop gaps."	Student Success	Christopher Erran	Fall, Spring	
2.4.9	Create and implement ongoing communication for the campus to understand the important dates for student financial aid to keep consistent messaging.	Financial Aid	Inez Moreno-Weinert	Fall, Spring, Summer	Ongoing
2.5	Establish proactive academic advising efforts with a targeted focus to effectively address new, continuing, former, career and transfer students.				
2.5.1	Identify discipline specific faculty to serve as program advisors.	VP of Learning	Tillie Chavez	Spring/Fall	In Progress
2.5.2	Create and implement an ongoing training program for all advisors to meet and discuss issues, updates to policies and procedures; collaborate with faculty in the program regarding course/curriculum changes.	Career and Educational Planning	Suzanne Hipps	Fall, Spring	Monthly meetings
2.5.3	Create and implement a structure that focuses on individual programs and student cohorts with an advisor(s) that specializes in specific programs to maximize efficiency and knowledge.	Career and Educational Planning	Suzanne Hipps	Spring 2017	In Development
2.5.4	Bring advisors into class for discussions and information sharing.	Career and Educational Planning	Suzanne Hipps	Fall, Spring	Ongoing
3	**RETENTION**				
3.1	Utilize strategic communication to students to promote college success, goal completion, transfer and graduation.				
3.1.1	Develop a Priority Registration campaign to encourage current students at SMCC and potentially other MCCCD colleges to enroll within the first week after the class schedule is released.	Recruitment, Marketing	Jennifer Grentz	Fall 2015	Completed
3.1.2	Develop communication directed toward students who were previously enrolled either recently or who have "stopped out", and who have not enrolled for the current semester.	AR&R	Jean Watermolen	Spring, Fall, Summer	Ongoing
3.1.3	Identify students who, given their total earned credits, are near completion of a degree or certificate and will communicate this to them in order to encourage enrollment.	Career and Educational Planning	Suzanne Hipps	Spring, Fall, Summer	Ongoing
3.2	Enhance student engagement in campus events and activities.				
3.2.1	Develop and implement a student club recruitment plan to increase club participation and provide additional engagement opportunities.	Student Life	Buddy Cheeks	Summer/Fall	Ongoing
3.2.2	Schedule events to engage students on every day of the week at multiple times of the day with the intent of providing engagement opportunities to every enrolled student.	Student Life	Buddy Cheeks	Summer 2015	Ongoing
3.2.3	Recruit more employees to participate and help support students during Welcome Week.	Recruitment	Christopher Erran	Ongoing	Ongoing
3.2.4	Create additional school spirit activities and events.	Student Life	Buddy Cheeks	Summer 2015	Ongoing
3.3	Implement systemic processes to facilitate student retention.				
3.3.1	Conduct student focus groups to identify why students continue to enroll at SMCC.	PRD	Damita Kaloostian	Fall 2015	Annually (Fall)
3.3.2	Create and implement a student exit survey to identify reasons why students do not continue at SMCC.	PRD	Damita Kaloostian	Summer 2015	Each semester
3.3.3	Suggest or provide examples of statements for faculty syllabi - Getting Started Module for faculty in Canvas that provide examples of statement for syllabi and all resource info for students (see the Center for Teaching and Learning to import the module into your Canvas course).	Faculty	Jacky Levy	Fall 2016	In Progress
4	**PROGRAM & COURSE OFFERINGS**				
4.1	Continue to offer and create programs that meet the changing needs of students and the community and ensure that these programs can be completed in a two-year time period.				
4.1.1	Create a process to review all current programs to ensure that all courses associated with the program are offered within a two year time period.	AR&R, VPL, Faculty	Dean of Academic Innovation	Fall 2017	In Progress
4.1.2	Research, develop and implement stackable credentialing programs to offer certifications to enhance existing degree/certification programs (e.g. Computer Science).	VPL, Scheduling, Faculty, AR&R	VPL	Spring 2017	In Progress
4.1.3	Conduct student research and create a dynamic scheduling plan that schedules courses at peak demand times for both day and night students; increase alternate modalities for course offerings (i.e. hybrid, online, 5week, 8week, late start, single day, weekend etc.) include ongoing schedule review for student needs with process instructions for requesting course scheduling changes.	VPL, Scheduling, Faculty, AR&R	Scheduling, Division Chairs	Fall 2017	In Progress
4.1.4	Meet with industry leaders to understand their "in-house" training needs and discuss and develop training tailored to their needs.	VPL, Scheduling, Faculty, AR&R	Division Chairs, Faculty	Fall 2016/Spring 2017	In Progress
4.1.5	Create process to complete course schedule in advance of District deadline so that current and potential students can view schedule prior to registration.	VPL, Scheduling, Faculty, AR&R	Rosa Cota	Immediately	In Progress
4.2	Create and continuously communicate to all stakeholders the process of developing and eliminating college certificate and degrees.				In Progress
4.2.1	Create a document summarizing the degree/certificate creation process.	AR&R, VPL, Faculty	VP Learning	Spring 2015	In Progress
4.2.2	Create a communication plan to inform staff of the process and updates/changes to program offerings, courses, activities, and procedures.	AR&R, VPL, Faculty	Curriculum Committee	Spring 2015	In Progress