

CCC Strategic Planning for Enrollment Management Proposed Approach

Phase I – Awareness (Winter Term 2008)

Develop a shared awareness of strategic enrollment management (SEM) and the importance of this to CCC's future fiscal health, the carrying out of our mission and our ability to respond to a changing marketplace.

Task: Contract with a skilled and knowledgeable consultant to provide education and awareness regarding the basics of SEM. Recommendation – AACRAO SEM consulting services

Task: Initiate a planning committee with broad representation to develop a recommended plan for strategic enrollment

Phase II – Engagement (Begin Spring Term 2008)

Engage the SEM planning committee process by utilizing a cross-section of CCC strategic thinkers and players. Committee work will be framed by CCC vision and values with guiding principles of strategic enrollment management as learned in Phase I.

Task: Determine committee membership, roles and responsibilities

Task: Collect, analyze and utilize information/data needed to inform recommendations

Task: Develop SEM plan

Task: Contract with a skilled facilitator that will assist us with our planning process. Recommendation – Willis, Green & Associates, Inc.

Phase III – Communication and Prioritization (Fall Term 2008)

Report out to the college community with a SEM plan draft. Solicit feedback and input. Have conversations regarding next steps and prioritization of committee recommendations.

Task: Provide SEM draft to Executive Team, Presidents Council, Joint Deans and College Council

Task: Present SEM final draft to the Board of Education

Phase IV – Implementation (Begin Winter Term 2009)

Per college community and Board of Education approval, deploy the CCC plan for strategic enrollment management.

Task: Establish a standing committee at CCC for strategic enrollment management

Task: Assess goals, targets, measures and outcomes for 2009-2010

Task: Create a mechanism for on-going planning and assessment

Anticipated Outcomes:

The Strategic Planning for Enrollment Management process will result in the development of a recommended 3-5 year SEM plan. This plan will become an institutionally recognized document and will serve as the foundation for on-going strategic enrollment management work. A standing committee will be established and charged with implementation as well as on-going SEM for CCC.

“Strategic enrollment planning is an information-based and ongoing process that identifies, evaluates, and modifies strategies and enrollment goals in light of internal and external forces that may influence the direction of the institution. The planning process addresses:

- *How the institution serves students, both currently and in the future*
- *The institution's mission, goals and capabilities*
- *A changing marketplace and environment*

Without a strong process in place for strategic enrollment planning, you are taking significant risks that your future enrollments will not meet your institution's mission and vision. Future variations in the environment, including increased competition, may pose major threats to your institution's prosperity. Because of its enormous impact, strategic enrollment planning should be one of your top priorities at all times.” (Long-Range Enrollment Planning: Why a True Strategic Approach Is So Important, by Jim Mager www.noellewitz.com)

Resources/Budgetary Needs:

Contracted Services – \$30,000

1. AACRAO SEM Consultant
2. Willis & Green Associates Committee Facilitator

Personnel – Release time for committee work

Materials & Services – \$1,500.00

1. Committee meetings
2. Agendas, handouts, planning notebooks
3. SEM webinars, conferences and/or training

Total Projected Budget: \$31,500.00

Next Steps

December 4, 2007	Present proposal at Executive Team meeting
December 11, 2007	Share proposal with Presidents Council and Joint Deans
January 18, 2008	Discuss proposal at College Council meeting
January 29, 2008	First SEM meeting with Consultant at Expanded Presidents Council – SEM Awareness
February 15, 2008	Second SEM meeting with Consultant at VP meeting – SEM Awareness
March 7, 2008	Deans submit SEM planning committee member names to Diane Drebin
April 3, 2008	Kick Off - First SEM committee planning meeting with facilitator.