

**CLACKAMAS COMMUNITY COLLEGE
STRATEGIC ENROLLMENT MANAGEMENT
TASKFORCE REPORT AND IMPLEMENTATION PLAN**

EXECUTIVE SUMMARY - DRAFT – September 10, 2008

The strategic enrollment management planning process creates a synergistic plan for Clackamas Community College to take advantage of the considerable work conducted in recent years to clarify the college's mission, goals and strategic priorities. Developed by a taskforce of college peers, the recommended SEM plan will allow Clackamas to:

- Set annual targets aligned with new strategic priorities.
- Make clearer decisions regarding enrollment and expansion.
- Increase facilitation efforts for college planning for infrastructure and curriculum.
- Develop new proactive plans for recruitment and retention.
- Review and modify multi-year financial models when necessary.
- Provide improved opportunities for all resources to become more efficient and effective.
- Continue to remove student barriers and increase the probability for student success.

Report highlights include:

- SEM taskforce recommendations to develop a three year SEM plan based on recommendations from the AACRAO Consulting Preliminary Report that align with our 2008/2011 Institutional Strategic Priorities.
- Methodology and recommendations from all five clusters — Research, Enrollment, Process Improvement, Teaching & Learning, Access — that encompass the 21 recommendations we received from our SEM AACRAO consultants.
- SEM milestones (intended outcomes) and activities identified by each cluster.
- SEM web links to taskforce documents that note special areas of concern, dreams, big ideas, work conducted to date and milestones.
- SEM taskforce roster.
- A data profile of the “CCC student.” The CCC student profile will serve as beginning conversation related to future enrollment targets that our standing SEM Committee will establish.

While CCC is well positioned as a community college to implement the SEM plan recommended in this report, more resources and lots of hard work are needed to ensure the plan's success. One of the greatest challenges CCC will face in this plan, is the prioritization of the recommended milestones (intended outcomes). The success of the implementation of this plan depends highly on the commitment of the college community to develop a permanent and engaged Strategic Enrollment Management Committee. The Committee will prioritize the complex issues addressed in the report and implement the bold initiatives identified by the taskforce.