



INSTITUTIONAL EFFECTIVENESS PARTNERSHIP INITIATIVE

Participate | Collaborate | Innovate

Strategic Enrollment Management (SEM)

April 12, 2018

Academic Senate Plenary – San Mateo, CA



CALIFORNIA COMMUNITY COLLEGES
CHANCELLOR'S OFFICE

A CALIFORNIA COMMUNITY COLLEGES INITIATIVE



Today's Presenters

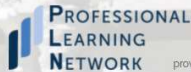
Jane Patton, SEM-ASK Core Team Member

Cathy Hasson, SEM-ASK Co-lead



IEPI Goals


1. Advance the California Community Colleges as the most effective and innovative system of higher education in the world
2. Help colleges enhance student access, success, and equity
3. Help colleges avoid accreditation sanctions and audit findings
4. Support colleges in implementing emerging initiatives



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ASK

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CALENDAR

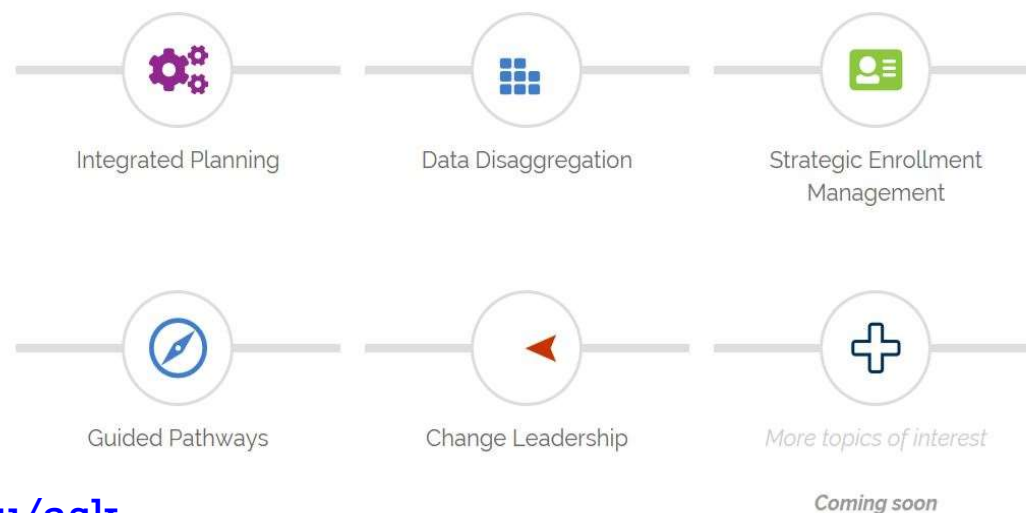
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Content by topic

Looking for an in-depth look at the concepts and techniques underlying institutional effectiveness? Follow the links below.



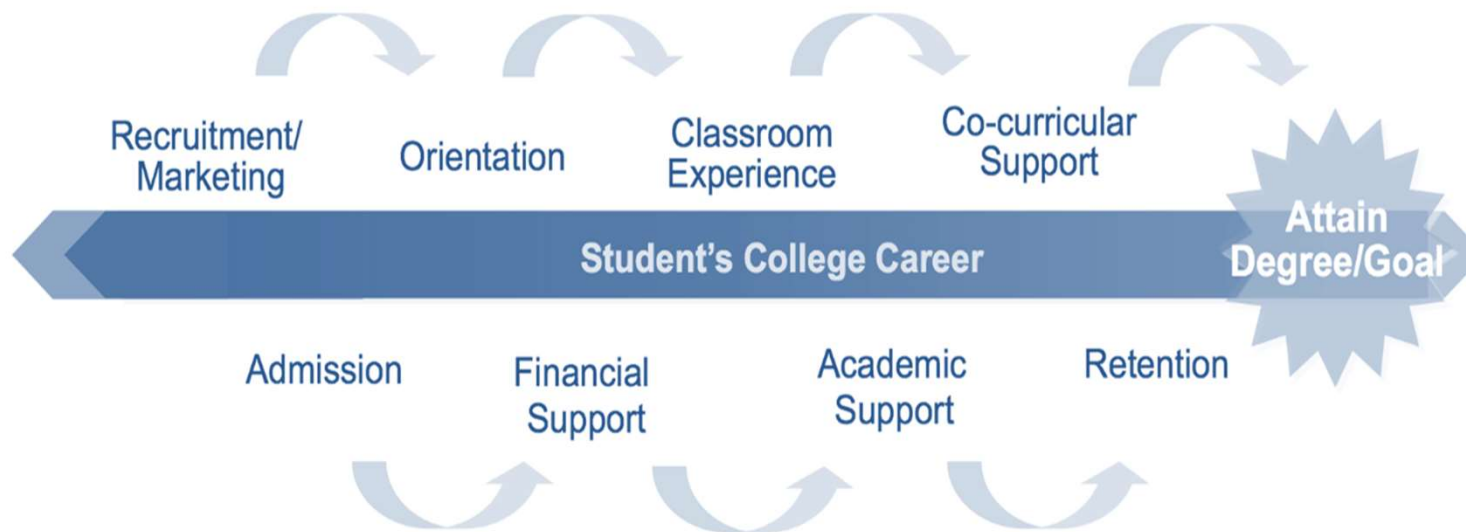
<https://prolearningnetwork.cccco.edu/ask>

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Faculty Perspective

1. What is SEM from your perspective?
2. What changes do see coming that will impact how your college currently approaches SEM?

Student Success Continuum



Bontranger (2018)

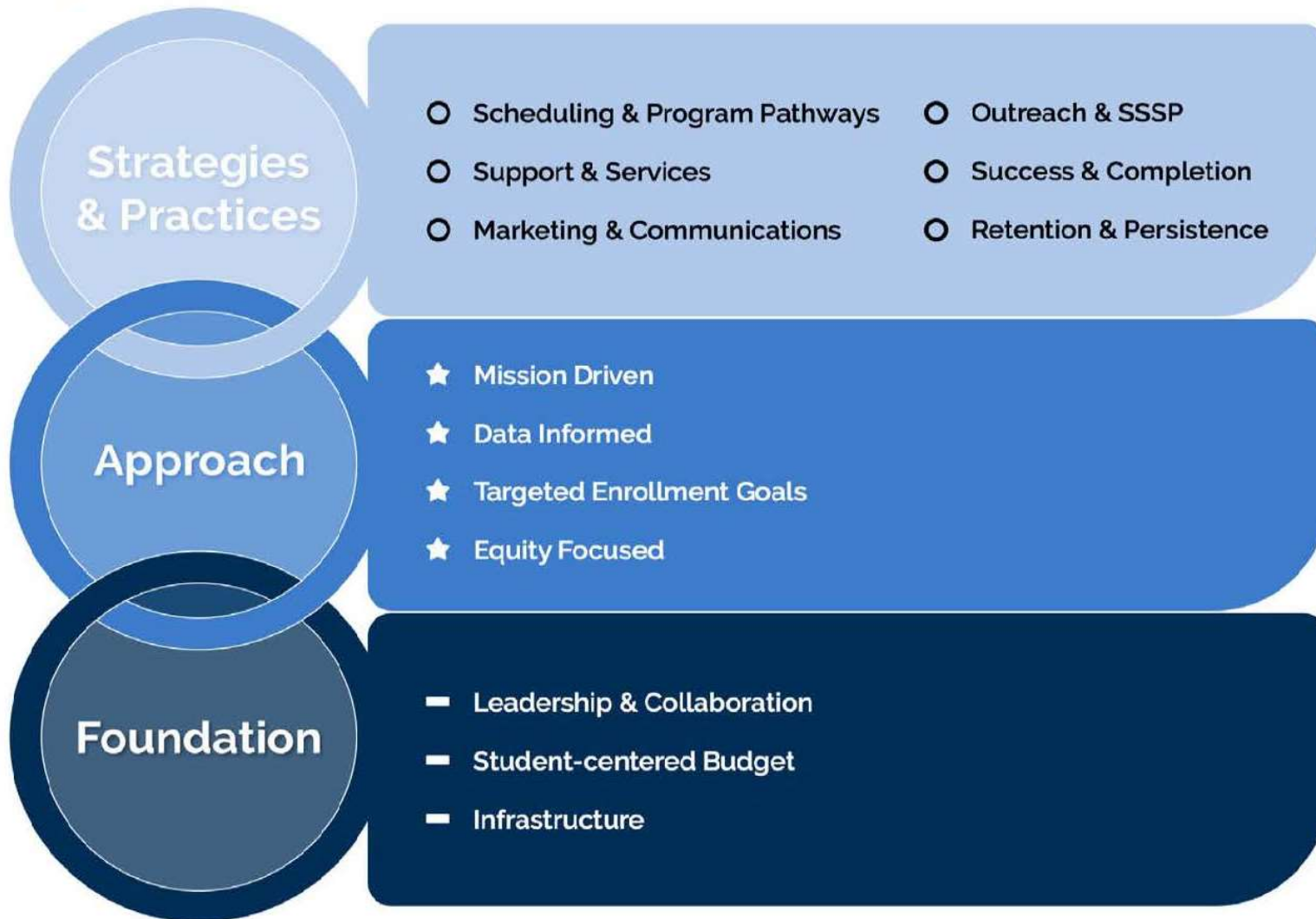


Core Purpose of SEM

- ✓ Optimize Enrollment
- ✓ Promote Student Success
- ✓ Ensure Fiscal Viability



SEM Framework



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SEM Tools & Resources

- Assessments & Evaluations
- Data Resources & Tools
- Exemplars & Models
- Promising Practices
- Professional Development & Services



Resource Guides

Eight Resource Guides

- A Roadmap for SEM Planning
- Calculating and Understanding FTES and Productivity
- Data Tools & Metrics for SEM
- Developing and Managing the Class Schedule
- **High Impact Retention, Persistence & Success Practices for SEM**
- Targeted Marketing for SEM
- Understanding CCC Budget and Reporting Part I (F320 Report)
- Understanding CCC Budget and Reporting Part II (Schedule C, FON and 50% Law)

The Basics of Community College Funding

High Impact Practices

Dual Enrollment

- HS students taking courses on college campus
- College courses offered on HS campus
- College and Career Pathways (CCP)
- Structured programs on college campus

Guiding Questions For Discussion

1. What would high quality dual enrollment—designed for student success and equity—look like for your college community?
2. What professional development and capacity will your college need to support instructors, counselors and support staff to implement high quality dual enrollment?

High Impact Practices

Four Pillars of *Guided Pathways*

1. Clarify paths to student education goals; fewer choices and clearer program maps
2. Choose and enter pathways; bridges from HS to college, enter programs of study, and accelerated remediation
3. Stay on path; intrusive, ongoing advising and supports
4. Ensure student learning; program outcomes, align to employer requirements, transfer institution expectations



Connecting GP to SEM

Cross-Purposes & Approaches

- Increase program completion:
 - Centered on student success
 - Focused on equitable access and student outcomes
 - Informed by data and information
 - Driven by institutional mission
 - Collaborative, inclusive, cross-functional
 - Planned, iterative and cyclical



Questions for Discussion

GP and SEM fundamentally call engagement across functions and constituent groups, as well as intentional and collaborative leadership.

How can your college collaborate on GP and SEM efforts? For example; Who on your college's GP cross-functional inquiry team can represent the SEM work taking place at your college?

(GP Inclusive Decision-making Structures/SEM Leadership & Collaboration)



Questions for Discussion

The development of meta-majors and clear program sequences that are tied to employment and transfer require thoughtful planning and delivery of courses and services.

How is your college integrating the principles of Guided Pathways and SEM in order to clarify course sequences for programs of study and provide predictable class schedules?

(GP Clear Program Requirements/SEM Scheduling & Program Pathways, Success & Completion)



Promising Practices

<https://prolearningnetwork.cccco.edu/ask>



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