AP 3260 Enrollment Management Plan

PURPOSE

The purpose of the Imperial Valley College Enrollment Management Plan is to create a holistic approach to enrollment management, including recruitment, access to enrollment and retention of students. The plan relies on student needs based on educational plans and enrollment pattern data within the constraints of financial, physical and human resources. The plan upholds the college's mission to provide educational opportunities for a diverse student population

PROCESS

The Enrollment Management Plan is an ongoing process that involves multiple departments that collaborate to provide education in career technical, basic skills, and transfer curriculum with robust student support leading to success.

PROCEDURE

Administrative Responsibilities

<u>Chief Executive Officer (CEO   ) and President's Cabinet</u>
1. The Director of Institutional Research in collaborat

<u>Chief Student Services Officer (CSSO)</u>
1. Establishes collaborative processes to determine student need based on education plans, assessment findings, advisement data and research as outlined in the Student Success and Services Program (SSSP) Plan.
2. Approves the SSSP Plan.
3. Meets with the CIO prior to each schedule development period to conduct an analysis of need and the college's ability to meet student demand.

<u>Chief Instructional Officer (CIO)</u>
1. Collaborates with the Instructional Council and other academic personnel to develop a schedule based on CBO and Student Services recommendations

9. <u>On or before the 13th week of the semester</u>, the following semester's schedule will be made public.
   a. Based on student and institutional need, the fall, winter, spring and summer course schedule will be viewed as tentative and adjusted if necessary by the second month of each preceding term (<u>September</u> for Winter and Spring, <u>March</u> for Fall and Summer).

10. <u>During each registration period</u>, the CIO and CSSO jointly monitor the enrollment data and make adjustments to the schedule based on:
    a. Student demand
    b. Faculty and facilities availability
    c. Budgetary constraints

11. <u>During each registration period</u>, enrollment and registration reports will be made available to the President's Cabinet, Instructional and Student Services Councils on a regular basis.

Being that the academic calendar is negotiated with the California Teachers Association (CTA) biannually, the timeline reflected in this AP is subject to change in the event the academic calendar is modified or approval is delayed.

IMPERIAL VALLEY COLLEGE

ENROLLMENT

ENROLLMEMT MANAGEMENT DEVELOPMENT TIME LINE
ACADEMIC YEAR SCHEDULE DEVEOPMENT

2013 14 ACTIVITIES

February March: Business Office Sets FTES & Budget Parameters
based on base year FTES target

April May: Student Services develops makes schedule recommendations based on
Assessment, Student Ed Plans and Advisement

August October: Academic Services develops annual schedule based on Student Services
information, data and funding parameters

November December: Annual Schedule (Fall, Spring & Summer) Reviewed/ Adjusted

December January: Budget Developed based on projected schedule

(Prior to Each Term) Schedule Marketed

(Each Term) Retention Stragies implemented

Enrollment Management Process Evaluated End of Each Term