

Enrollment Management Plan FTES/Scheduling Goals

Fully Meets	<p>The developed schedule is designed to meet FTES targets while following most of the developed program pathways to accomplish optimal enrollment and completion; while staying within budgetary constraints.</p> <p>An appropriate overall core curriculum balance between basic skills, career technical education, and transfer curriculum is met.</p> <p>Productivity goal of 595 WSCH/FTEF is met (average class size of ~35)</p>
Partially Meets	<p>The developed schedule is designed to meet FTES targets while following some of the developed program pathways to accomplish optimal enrollment and completion.</p> <p>An somewhat appropriate overall core curriculum balance between basic skills, career technical education, and transfer curriculum is met.</p> <p>Productivity goal of 510 is met (average class size of ~30)</p>
Does Not Meet	<p>The developed schedule is designed to meet FTES targets while following only a few of the developed program pathways.</p> <p>Productivity goal of less than 510 is met (average class size of less than 30)</p>

Enrollment Management Plan FTES/Scheduling Strategy

Admissions Procedures

Fully Meets	The Admissions Process is a systematic and seamless progression from the first recruitment indicator (inquiry phone call, campus visit, online application, etc.), through placement testing, transcript processing, education plan development, and enrollment. Prospective students are advised at every step regarding the continuum.
Partially Meets	The Admissions Process contains some of the components listed above. Prospective students are advised of acceptance.
Does Not Meet	The Admissions Process contains a few of the components listed above.

*****Marketing Committee*****

Benchmark 5: The Marketing Plan reflects the recruitment and retention goals for each school year and the strategies and actions identified to achieve them.

Marketing Plan Communications

Fully Meets	The marketing plan provides for all of the following: a functional and interactive school website, social media, newsletters, etc., trained speakers and student ambassadors for community events and to communicate with current and prospective school families, businesses and organizations in the community.
Partially Meets	The marketing plan provides for some of the tools listed above.
Does Not Meet	The school does not have or follow a marketing plan.

Marketing Plan Public Relations