



Book	Administrative Procedures
Section	Chapter 3: General Institution
Title	Enrollment Management Plan
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Legal	
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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

Chief Executive Officer (CEO) and President’s Cabinet

1. The Director of Institutional Research in collaboration with the Human Resources Department calculates the Faculty Obligation Number (FON) based on the State formula and collaborates with the CIO, CSSO, and CBO to establish the college’s FON internal target based on the student needs, faculty resource needs, state funding, categorical funding, student support programs, collective bargaining contracts, reassigned time, college mission and community needs.

Chief Business Officer (CBO)

1. Identifies the FTES and budget targets based on set State parameters (FTES Cap, Growth Factor) and college budgetary constraints.
2. In collaboration with the CIO and CSSO, will determine college FTES growth parameters.
3. The recommended FTES growth factor will be reviewed by the President’s Cabinet and approved by the CEO.

Chief Student Services Officer (CSSO)

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.

Chief Instructional Officer (CIO)

1. Collaborates with the Instructional Council and other academic personnel to develop a schedule based on CBO and Student Services recommendations and other college data.
2. Facilitates the schedule development to create a balanced schedule (day, evening, alternative delivery) within the constraints of faculty, facility and budget resources.
3. Monitors the development of the schedule and registration processes, adjusting the schedule to align with set FTES/efficiency/budget parameters on an ongoing basis during the registration period.

Chief Human Resources Officer (CHRO)

1. Collaborates with the CIO and CSSO in the recruitment for human resources in order to implement the targeted Enrollment Management Plan as defined when appropriate.

Enrollment Management and Schedule Development Timeline

On or before the final business day of February of each year
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6. On or before the final business day of September of each year,
 1. The CIO collaborates with the Instructional Council and other academic personnel to develop an annual schedule for the following year based on:
 1. CBO's targets
 2. CSSO's recommendations
 3. Delivery balance, i.e. day, evening, alternative delivery mode
 4. Constraints of resources: faculty, facilities, and fiscal
 5. Other college data

On or before the final business day of November of each year,

The projected schedule for the coming year shall have all Full-time and Part-Time selections finalized;