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Cañada College Navigation ☰

Office of Planning, Research, and Institutional Effectiveness (PRIE)

Enrollment Management

Strategic Enrollment Management Plan as of 2025

During the 2024-25 academic year, the Instructional Planning Council (IPC) (https://canadacollege.edu/ipc/current-meetings.php) considered the progress made on 35 Strategic Enrollment Management Plan initiatives. At the conclusion of this process, VPI Hsieh and VPSS Bricker **recommended to the Planning and Budgeting Council (/prie/1-strategic-enrollment-management/2025-sem-plan-extension/strategic-enrollment-management-plan-extension-may-7-2025.pdf)** that the college extend the life of the current Strategic Enrollment Management Plan for at least two more years, to complete the existing initiatves and to align this plan with the college's education master planning cycle. PBC approved this extension on May 7, 2025.

> Cañada College Strategic Enrollment Management Plan 2023-25 extended to 2028 (https://canadacollege.edu/plans/sem-final-adopted-by-pbc-may-17-2023.
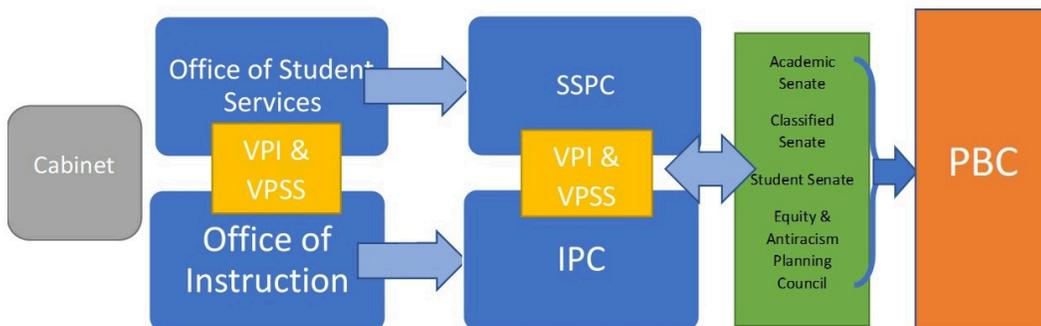
Strategic Enrollment Management Plan 2023-25

In light of the comprehensive participatory governance process the College completed in 2021-2022 via the **Educational Master Planning (EMP) process (/emp/meetings.php)**, as well as the end date of the existing college **Strategic Enrollment Management (SEM) Plan (/prie/Amended%20SEM%20Plan%20Adopted%20by%20PBC%20on%20April%2029%202020%20FINAL.docx)** approaching in spring 2023, a subcommittee of the College Cabinet endeavored to align the new College EMP and to operationalize and update the existing SEM plan to provide clear strategies and tactics for enrollment management for the next two years (2023-25).

On May 17, 2023, the College Planning & Budgeting Council adopted an **updated Strategic Enrollment Management Plan for 2023-25 (https://canadacollege.edu/plans/sem-final-adopted-by-pbc-may-17-2023.pdf)**. This Plan updates the previous plan as a result of the participatory process described below.

The membership of this Cabinet subcommittee included the following:

Interim Vice President of Instruction (co-chair)	Chialin Hsieh	Throughout the spring 2023 semester, the Interim VPI and VPSS and members of the subcommittee are reporting on this project and soliciting feedback and input from the Instructional Planning Council and Student Services Planning Council as follows:
Vice President of Student Services (co-chair)	Manuel Pérez	
All Instructional Deans	James Carranza, Hyla Lacefield, David Reed, Kathleen Sullivan-Torrez, Ameer Thompson	
All Student Services Deans	Wissem Bennani, Max Hartman	
PRIE Office	Karen Engel	

Strategic Enrollment Management Plan 2020-23

Cañada College's Strategic Enrollment Management Plan (2020-23) was adopted by its Planning and Budgeting Council adopted and recommended to President Moore on April 29, 2020.

- Cañada College Strategic Enrollment Management (with COVID-19 addendum) adopted by PBC on April 29, 2020 (/prie/Amended%20SEM%20Plan%20Adopted%20by%20PBC%20on%20April%2029%202020.docx)

Cañada College Enrollment Data and Presentations (various)

- Cañada College Enrollment Data Dashboards (https://canadacollege.edu/prie/data-dashboards.php)
- Cañada College Enrollment trends as if 2023 (/prie/1-strategic-enrollment-management/2023_sem_plan_update/enrollment_trends_for_sem_spring_2023.pdf)
- Proposed Alignment between College EMP and SEM Plans as of January, 2023 (/prie/1-strategic-enrollment-management/2023_sem_plan_update/sem_emp_alignment_as_of_january_2023.pdf)
- Cañada College Internal Scan Data Slides (https://canadacollege.edu/emp/Internal%20Scan%20full%20v2.pptx)
- Community Perceptions Questionnaire Results and External Scan Slides (https://canadacollege.edu/emp/External%20Scan%20Slides.pptx)
- San Mateo County Community College District External Scan (https://canadacollege.edu/emp/SMCCCD%20External%20Scan%20DRAFT%20for%20EMP%20Task%20Force%2012.01.21.pdf)
- Cañada College Internal Scan Summary (https://canadacollege.edu/emp/EMP%20Internal%20Scan%20Executive%20Summary.docx)
- Cañada College Internal Scan Data Slides (https://canadacollege.edu/emp/Internal%20Scan%20full%20v2.pptx)
- Community Perceptions Questionnaire Results and External Scan Slides (https://canadacollege.edu/emp/External%20Scan%20Slides.pptx)
- San Mateo County Community College District External Scan (https://canadacollege.edu/emp/SMCCCD%20External%20Scan%20DRAFT%20for%20EMP%20Task%20Force%2012.01.21.pdf)
- College and District High School Take Rate information (/prie/SM%20County%20Public%20High%20School%20Graduates%20Enrolling%20SMCCCD_2014-15_2018-19%202020-10-06%20CAN%20HL.pdf)

Strategic Enrollment Management Planning Process (2018-20)

Cañada College's current Strategic Enrollment Management Plan was developed by a Strategic Enrollment Management Committee (members listed below) which was appointed by the Planning and Budgeting Council (PBC) and which met regularly from fall 2018 to early spring 2020. The meeting agendas, materials, data, and minutes of the Committee's work can be found below.

Meeting Date	
February 26, 2020	*SEM Draft Plan Review and Recommend* ***Agenda (/prie/SEM%20Committee%20*** ***Slides (edited during the discussion) (***
February 12, 2020	*SEM Retreat De-Brief, Guiding Principles* ***Agenda (/prie/SEM%20Committee%*** ***Meetings Slides with Notes (/prie/Slic***
January 31, 2020 SEM RETREAT	*SEM Planning Retreat* ***Agenda (/prie/January%2031%202020*** ***Notes*** ***(/prie/MASTER%20RETREAT%20SLIDI***
December 4, 2019 (https://www.canadacollege.edu/prie/MASTER%20RETREAT%20SLIDES%20for%20January%2031%202020%20with%20notes.pdf)	*Topic: Online Instruction and SEM* ***Agenda (/prie/SEM%20Committ*** ***(/prie/Dec%204%202019%20Online%20***
November 20, 2019	*Topic: KAD and Aligning Outreach* ***Agenda (/prie/SEM%20Committee%20*** ***(/prie/KAD%20Enrollment%20Trends%*** ***Final%20w.%20Notes.pptx) Prese*** ***(/prie/Outreach%20and%20Recruitmer***
October 30, 2019	*Topic: Setting SEM Goals and Optimizir* ***(/prie/SEM%20Committee%20Agenda*** ***(/prie/SEM%20Committee%20Agenda%*** ***(/prie/SEM%20Presentation%20Slides'***
October 23, 2019	*Topic: Early College and First Year Expe* ***Agenda (/prie/SEM%20Committ*** ***(/prie/UPDATED%20FYE%20and%20Ea*** ***23-19.pptx)***
September 25, 2019	*Topic: ESL and ACCEL (Adult Education* ***Agenda (/prie/SEM%20Committee%20*** ***(/prie/ESL%20Department%20PowerP*** ***(/prie/Canada%20College%20%20at%2*** ***(/prie/Canada%20College%20%20at%2***

Date	Details
August 28, 2019	*Topic: Understanding Trends in FTES* **Agenda (/prie/SEM%20Committee%2(** **(/prie/SEM%20Slides%20August%2028** **Schedule of Meetings Fall 2019 (/prie/**
August 7, 2019	*Topic: Setting a course for SEM plannin* **Agenda (/prie/SEM%20Commit** **(/prie/Fall%202019%20SEM%2** **Slides (/prie/Fall%202019%20SEM%20**
May 8, 2019	*Topic: Synthesizing the results of our Sp* **Agenda and Presentation Slides (/pri**
May 1, 2019	*ADDED 2-hour MEETING on Topics: ST* **Agenda (/prie/SEM%20Committ** **KAD (/prie/KAD%20Department%20-%** **Presentation Slides for T** **(/prie/STEM%20Center%20Presentatio**
April 24, 2019	*Topic: International Students* **Agenda (/prie/SEM%20Committe** **(/prie/Intl%20Program%20SEM%20Pre**
April 10, 2019	*Topic: Strong Workforce Plan* **Agenda (/prie/SEM%20Committee%2(** **(/prie/Strategic%20Enrollment%20Plar** **%20Career%20Education%20LC%20sl**
March 27, 2019	*Topic: Guided Pathways – key strategie* **Agenda (/prie/SEM%20Committee%20** **(/prie/3-27-19%20GP-SEM%20Slide%2(**
March 13, 2019	*Topic: Distance Education* **Agenda (/prie/SEM%20Committee** **(/prie/DE%20slides%20for%20SEMC%**
February 27, 2019	*Topic: Markets, Demand, and the Compe* *for our programs and services* **Agenda (/prie/SEM%20Committee%2(** **(/prie/Competitive%20Landscape%20s**
February 6, 2019	*Topic: Early College/Dual Enrollment* **Agenda (/prie/SEM%20Committee%2(** **(/prie/Dual%20Enrollment%20slides%2**
January 23, 2019	*Topic: College for Working Adults* **Agenda (/prie/SEM%20Committee%2(** **Spring 2019 Meeting Topics** **(/prie/Strategic%20Enrollment%20Man** **College for Working Adults Slides (/pr**
December 12, 2018	**Agenda (/prie/ERM%20Committee%2(** **Slides (/prie/ERM%20COMMITTEE%2(**
November 28, 2018	Agenda
November 7, 2018	**Agenda and slides (/prie/ERM%20COI**

Goals of the 2018-20 Enrollment Management Committee

Establish Comprehensive Enrollment Goals – number, types of students, various modes of instructional delivery are needed to accomplish mission. Enrollment forecasting to determine campus wide needs for programs and course selection. Formal process to strengthen high school connections and collaborations in order to enhance dual enrollment, concurrent enrollment with an enhanced opportunity to predict, articulate and process these students' needs. Better serve international student needs with continued outreach to enhance their student/college experience.

Promote Institutional Success – access, transition, persistence, employment reporting, graduation and completion metrics through effective data driven strategic and financial planning. Develop new program curriculum for regional/local and student needs. Promotion of students' voices and our alumni who have successfully transitioned. Greater development of an alumni network. Utilization of best practices and transfer-ability of successful programs to other areas or new programs. Greater and more variable student life activities in order to strengthen college connectedness.

Strengthen Internal and External Communications – strategic marketing, business and community outreach, community partner outreach, high school/adult school/early college outreach, promotion of programs and services offered in order to drive or increase enrollment, demonstrating student success, establish a career pathway to assist students in understanding career opportunities. Greater incorporation of advisory board views as a part of the campus decision making processes.

Increase Campus Collaboration – among programs to accomplish mission, helping faculty, staff and administration incorporating student voices into institutional plans. Partnerships with instructional and student services collaborations that are efficient. Business process analysis that supports efficiency and equity for our students. Leveraging technology to increase participation and usability in order to incorporate greater and varied voices.

Enrollment Management Plans

Cañada College Strategic Enrollment Management (with COVID-19 addendum) adopted by PBC on April 29, 2020 (/prie/Amended%20SEM%20Plan%20Adopted%20by%20PBC%20on%20April%2029%202020.docx)

Cañada College Strategic Enrollment Management Plan (/prie/Strategic%20Enrollment%20Management%20Plan%202018-2020%20approved%20by%20PBC%2011.7.2018.pdf) (/prie/enrollmentreports/Final%20Strategic%20Enrollment%20Management%20Plan%202014-2017_March%202014_PBC.pdf)(update approved by PBC 11.07.2018)

Cañada College Strategic Enrollment Plan (/prie/enrollmentreports/Final%20Strategic%20Enrollment%20Management%20Plan%202014-2017_March%202014_PBC.pdf)(approved by PBC 03.26.2014)

Enrollment Management Committee Members

(approved by PBC 10.17.2018)

- Academic Senate President
- Classified Senate President
- Faculty: 1 from STEM, 1 from CE, and DE Coordinator/Humanities
- Students
- Promise Scholars Program Coordinator
- VPI
- VPSS
- All Instructional Deans
- Dean of Counseling
- Counseling Faculty Member
- Registrar
- Assessment & Placement Office
- Marketing & Outreach
- PRIE Office

Strategic Enrollment Management (SEM) Resources

- *IEPI Strategic Enrollment Management Toolkit (https://rpgroup.org/All-Projects/ctl/ArticleView/mid/1686/articleId/178/IEPI-Applied-Solution-Kit--Strategic-Enrollment-Management)*

- Crosswalk for aligning Guided Pathways and Strategic Enrollment Management (/prie/GP%20SEM%20Alignment.pdf)

- Primer on high impact practices (/prie/SEMHighImpactRentention.pdf)

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Student Resources

Academic Calendar (https://www.canadacollege.edu/admissions/calendar.php)

Canvas (https://smccd.instructure.com/)

Catalog (https://catalog.canadacollege.edu/) / Schedule (https://www.canadacollege.edu/catalogschedule/)

Financial Aid Eligibility (https://www.canadacollege.edu/financialaid/consumerinformation.php)

Library (https://www.canadacollege.edu/library/) / Bookstore (http://bookstore.canadacollege.edu/home.aspx)

Student Email (http://mail.my.smccd.edu/)

WebSchedule (https://webschedule.smccd.edu/) / WebSmart (https://websmart.smccd.edu/)

Security

Clery Act (/policies/cleryact.php)

Emergency Information (http://smccd.edu/publicsafety/emergencypreparedness.php)

Privacy Policy (/policies/privacypolicy.php)

Report Concerning Behavior (CARES Report) (https://www.canadacollege.edu/cares/)

Sexual Harassment (Title IX) (/studentservices/sexual-harassment.php)

Website Accessibility (http://smccd.edu/accessibility/)

Campus Information

Accreditation (https://www.canadacollege.edu/accreditation/)

A-Z Site Index (https://www.canadacollege.edu/a-z/)

Campus Map (https://www.canadacollege.edu/about/campusmap.php)

Consumer Information (https://www.canadacollege.edu/financialaid/consumerinformation.php)

Employee Directory (http://directory.smccd.edu/allemp.php?college=Canada)

Search (https://search.canadacollege.edu/s/search.html?collection=smccd%7Esp-canada-search&profile=_default&query=)

Student Outcomes (https://www.canadacollege.edu/prie/)

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(https://www.youtube.com/channel/UCCp1IWm9lQgDTcx50SQRiVA) in (https://www.linkedin.com/school/ca-ada-college/) 🅕

(https://www.flickr.com/photos/134656677@N03/)

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