# C:\Users\engelk\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\C58B2721.tmp[COVID-19] Amended Strategic Enrollment Management Action Plan: April 2020 – Jan. 2021

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| Objective | Strategy | Responsible Party | 3 months | 6 months | 9 months |
| A-1 | Provide support to currently enrolled students* Provide technology, internet access and software
* Connect 1:1 via surveys and Welcome Center outreach
* Launch proactive “persistence” campaign using Early Alert and coordinated case management (see Success Teams)
 | President’s Cabinet* Vice Presidents, ASLT Deans, DE Coord. and ITS
* PRIE & Welcome Center (Emergency & Food Grants)
* Faculty, Counselors, Retention Specialists, Welcome Center and (newly forming) Success Teams
 |  |  |  |
| A-2 | Provide support to faculty to teach online* Provide professional development for all faculty and counselors in quality online teaching & learning (Canvas, Zoom, Proctorio, Labster, NetTutor)
 | Vice President of Instruction* DEAC
 |  |  |  |
| A-3 | Provide support for classified staff providing online services* Tutoring, Library Services, etc.
 | Vice President of Student Services |  |  |  |
| A-4 | Launch major outreach and marketing effort to new and existing students* Update the College Website
* Engage spring 2020 high school graduates
* Engage recently unemployed workers
* Reach out to students who have “stopped out”
 | Director of Marketing & Community Relations* Website Update Task Force
* Director of High School Transitions
* College Recruiter (with community partners)
* Welcome Center et. al.
 |  |  |  |
| A-5 | Launch Success Teams* All students have at least one point of contact (in addition to faculty) and feel well connected to the College
 | Vice President of Student Services * Success Teams and Affinity Groups
 |  |  |  |
| A-6 | Create 100% online Summer Schedule  | Vice President of Instruction & Deans |  |  |  |
| A-7 | Schedule some short-term CTE certificate programs to be complete-able in 1-2 terms | Vice President of Instruction & Deans |  |  |  |
| A-8 | Improve on-boarding of new students* PEPs, SSSP, COLTS-CON, JAMS (online versions)
* Warm hand-off to Interest Areas and Success Teams
 | Vice President of Student Services |  |  |  |
| A-9 | Scale and coordinate engagement of community partners around the College’s strategic enrollment management objectives | NEW Community Engagement Task Force:* Director of Marketing & College Recruiter (co-leads)
* President’s Office (and President’s Advisory Council)
* Director of High School Transitions
* Director of Workforce Development, ACCEL Transitions Coordinator and Strong Workforce Tri-Chairs
* ESL Coordinator and Retention Specialist
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