# 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 |  |  |  |