

## Los Angeles Southwest College Enrollment Management Plan 2008-2011

Priority	Goal	Strategy to Accomplish Goal	Activity to Support Strategy	Primary Person/s Responsible	Beginning Date for Activity	Planned = P, In Progress = IP, Completed/Ongoing = C/O,	Measurement of Goal
<b>1</b>	Develop A 2-Year Guaranteed Schedule That Includes A Full Breadth Of Curriculum	<p>1a. Each academic program will review the course contents to determine if the course is viable and relevant to the needs of students and current job market.</p> <p>1b. Department chairs will provide a comprehensive two years course offering schedules to complete and submit for their disciplines/programs that will meet the IGETC requirements, and degree graduation plans A and B, and needs of students for degree program and certificate completion.</p> <p>1c. Schedule courses so that Basic Skills students can take a full load of classes and the classes that are complementary and lead to successful completion</p> <p>1d. Develop a web-based scheduling tool to assist students in developing their educational plan</p>	<p>1a1. Complete a course review matrix with the relevance and/or relationship to the current job market to the curriculum committee</p> <p>1a2. Convene program area groups to review all courses for content and relevance to student needs and job market demand</p> <p>1b1 Complete and validate the 4 semester plan by using the IGETC requirements, and degree graduation plans A and B, and needs of students for degree program and certificate completion and other data elements.</p> <p>1b2. Develop an annual course schedule</p> <p>1c1. Develop and schedule a fulltime block of classes that basic skills students can successfully complete to transition to collegiate level courses</p> <p>1c2. Implement an orientation and assessment process that facilitates enrollment in the basic skills fulltime block</p> <p>1d1. Fully implement "Degree Works" project</p>	<p>1a1. Dept. Chair in concert with Curriculum Committee Chair</p> <p>1a2. Dept. Chair</p> <p>1b1. VPs</p> <p>1b2. College Vice-Presidents</p> <p>1c1. VPs, Deans, Dept Chairs</p> <p>1c2. Dean and Coord of Matric</p> <p>1d1. Matric Cood and Artic. Officer</p>	<p>1a1. F '09</p> <p>1a2. F '09</p> <p>1b1. F '08</p> <p>1b2. F '08</p> <p>1c1. F '08</p> <p>1c2. Sp 09</p> <p>1d1. F '09</p>	<p>1a1. P</p> <p>1a2. P</p> <p>1b1. C/O</p> <p>1b2. C/O</p> <p>1c1. C/O</p> <p>1c1. P</p> <p>1d1. P</p>	<ol style="list-style-type: none"> <li><b>1. Evaluation of 2 Year Schedule which demonstrates coverage of a breadth of Curriculum.</b></li> <li><b>2. A semester by semester report which demonstrates the plan has been followed.</b></li> <li><b>3. A measurable increase in success and retention rates over the first two years of implementation</b></li> </ol>

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<b>2</b>	Maximize Efficiency In Class Scheduling That Is Evidenced-Based	<p>2a. Update the Protocol classroom database for size and purpose in order to place high-enrolled classes in the larger rooms; this should be closely monitored in the first week of classes, so classes can be moved appropriately.</p> <p>2b. Encourage departments to work with each other to ensure that course offerings (two years) are aligned within and/or across disciplines to facilitate student retention and matriculation (graduation, transfer etc).</p> <p>2c. Strive for high enrolled classes (minimum of 35 students)</p>	<p>2a1. Input correct data into Protocol</p> <p>2b1. Plan all course offerings by day, time, and type and send to department chairs 2b2. Four weeks prior to preparing galleys, schedule a meeting with department chairs to review color-coded course mapping</p> <p>2c1. For classes that can be large, only split a class if there are more than 70 students (Arrange for any class over 45 students to have an advanced Tutor (level IV) to assist the instructor and the students) 2c2. Identify those courses which can be offered in the afternoon so that classroom use is maximized. 2c3. Assign large classrooms to courses/instructional historically high enrollments</p> <p>2c4. Ensure all classes are advertised in the schedule (if added late separate marketing on website and flyers shall be distributed</p>	<p>2a1. IRO &amp; DO</p> <p>2b1. Deans of AA, and VPs</p> <p>2b2. Deans of AA</p> <p>2c1. VPs</p> <p>2c2. Dept Chairs and Deans</p> <p>2c3. VP responsible for scheduling classes</p> <p>2c4. Deans and Chairs</p>	<p>2a1. Sum 09</p> <p>2b1. Sum '08</p> <p>2b2. Sp 10</p> <p>2c1. Sum 2008</p> <p>2c2. Sum '08</p> <p>2c3. Sum '08</p> <p>2c4. Sum '08</p>	<p>2a1. P</p> <p>2b1. C/O</p> <p>2b2. P</p> <p>2c1. C/O</p> <p>2c2. C/O</p> <p>2c3. C/O</p> <p>2c4. C/O</p>	<ol style="list-style-type: none"> <li><b>1. Annual average class size of 35</b></li> <li><b>2. Annual WSCH per FTEF = 525</b></li> <li><b>3. Implementation of 2 year guaranteed schedule</b></li> </ol>

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<b>3</b>	Develop Strategies That Improve End Of Term Retention And Term To Term Persistence	<p>3a. Identify under-prepared students and assist them to improve their skills by assigning them appropriate courses or by providing them with intense academic supportive service, e.g., a campus-based early alert system</p> <p>3b. Based on the premise that students, who have successful course completions are more likely to be retained and persist, engage faculty in professional development activities that teach them how to evaluate and revise syllabi, revise course outlines, innovate with flexible pedagogy, assess of students' learning styles and perceptions about learning in the classroom, etc.</p> <p>3c. Implement innovative retention/persistence strategies to encourage current students to reenroll</p>	<p>3a1. Fully implement ASAP to include an advertising campaign on ASAP website for faculty, staff, and students</p> <p>3a2. Advertise the number of students helped; put stories on the college website of successes</p> <p>3a3. Identify and implement interventions for students enrolled in basic skills courses</p> <p>3b1. Establish a teacher-assistant program (the TA can lead study groups on a regular basis).</p> <p>3b2. Create instructor-led study groups.</p> <p>3b3. Engage faculty (FT and PT) in English and math in a discussion to serve all or part of their office hours in the learning labs</p> <p>3c1. Implement innovative promotions, e.g., discount at the Bookstore or a drawing for a laptop</p> <p>3c2. Encourage faculty to use in-class enrollment promotional activities, e.g. escorting students to admissions or computer lab to register for the next term</p> <p>3c3. Encourage faculty to provide classroom incentives for students who provide evidence of enrollment in the next term</p>	<p>3a1 Dean and Matric Coord.</p> <p>3a2. Matric Coord.</p> <p>3a3. VP responsible for basic skills areas</p> <p>3b1. Prof. Dev. Coord.</p> <p>3b2. Prof. Dev. Coord.</p> <p>3b3. English and Math Chairs, Area Deans, and Prof. Dev. Coord.</p> <p>3c1. Stud Success Comm Co-chairs</p> <p>3c2. VPs, Deans, and Dept Chairs</p> <p>3c3. VPs, Deans, and Dept Chairs</p>	<p>3a1. F '08</p> <p>3a2. F '08</p> <p>3a3. F '08</p> <p>3b1. Fall 2008</p> <p>3b2. Fall 2008</p> <p>3b3. Sum '08</p> <p>3c1. Sum '08</p> <p>3c2. Sum '09</p> <p>3c3. F '09</p>	<p>3a1. C/O</p> <p>3a2. IP</p> <p>3a3. C/O</p> <p>3b1. C/O</p> <p>3b2. C/O</p> <p>3b3. C/O</p> <p>3c1. C/O</p> <p>3c2. C/O</p> <p>3c3. P</p>	<p><b>1. Annual increase in retention rates over 3 years</b></p> <p><b>2. Term to term persistence rates that increase by term over 3 years</b></p>

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4	Engender Campus-Wide Participation In Recruitment And Enrollment Management	4a. Develop a monthly newsletter (aesthetically pleasing and professional) to promote and inform the campus on recruitment and enrollment management.	4a1. Develop and publish a newsletter for the 15 <sup>th</sup> of each month	4a1. Public Relations Officer in collaboration with the chair of EMT	4a1. Sp 10	4a1. P	<ol style="list-style-type: none"> <li>1. <b>3% annual increase in enrollments</b></li> <li>2. <b>Annual increase in retention rates over 3 years</b></li> <li>3. <b>At least one person from each department participates in recruitment activities during peak periods, e.g. first two weeks of each term</b></li> </ol>
		4b. Create campus atmosphere that will strengthen campus morale	4b1. Have a campaign in the two weeks before and the two weeks after the term begins where everyone wears something special – buttons or blazers – to offer help to students or have non-student services area staff to set aside a certain amount of time to walk about campus and interact with students	4b1. College VPS	4b1. F '09	4b1. P	
		4c. Involve all departments and/or units, in the enrollment management/recruitment process	4c1. At least once a month a department or unit will send 3-5 members to an enrollment management and/or recruitment meeting.	4c1. Department Chairs	4c1. Sum '09	4c1. P	
			4c2. Plan campus activities and events at least one month in advance, e.g., 40 <sup>th</sup> Anniv. (by the second week of June) for the year that can be calendared for the entire year.	4c2. Public Relations Officer in concert with program/depart managers	4c2. Sum '08	4c2. C/O	
		4c3. Submit plans for approval to the Facilities Planning and Review Committee	4c3. Facilities Chair	4c3. F '09	4c3. P		
		4c4. Hold monthly college leadership meetings to improve campus morale	4c4. President	4c4. F '08	4c4. C/O		