

# Enrollment Management Strategies – Fall 22014 Planning Template

## Objective: Increase Course Offerings

Strategy	Tasks	Timeline	Lead Areas
<i>Offer a series of short, six week courses</i>	<ul style="list-style-type: none"> <li>▪ <i>Analyze enrollment patterns</i></li> <li>▪ <i>Identify Courses</i></li> <li>▪ <i>Coordinate w/faculty</i></li> </ul>	<i>Sept. 15 to Oct. 24; Oct 27 to Dec 15</i>	<i>VPI and Instructional Deans</i>
<i>Add +/- Sections – primarily Online/Distance Ed</i>	<ul style="list-style-type: none"> <li>▪ <i>Coordinate with faculty</i></li> <li>▪ <i>Determine courses –</i></li> <li>▪ <i>Communicate plans with Student Services</i></li> </ul>	<i>July 26</i>  <i>July 30</i>  <i>July 30 -</i>	<i>VPI and Instructional Deans,</i>  <i>Department Chairs and Lead faculty</i>  <i>Council of Deans</i>
<i>Offer Weekend/Saturday Classes</i>	<ul style="list-style-type: none"> <li>▪ <i>Identify courses to be offered</i></li> <li>▪ <i>Coordinate with faculty</i></li> <li>▪ <i>Communicate plans with Student Services</i></li> </ul>	<i>August 2</i>  <i>August 6</i>  <i>August 8</i>	<i>VPI and Instructional Deans,</i>  <i>Department Chairs and Lead faculty</i>  <i>Council of Deans</i>

## Conduct Outreach/In-reach/Marketing to Target Groups

Strategy	Tasks	Timeline	Lead Areas
<i>Contact students taking 12 or fewer units</i>	<ul style="list-style-type: none"> <li>▪ <i>Gather data from IR</i></li> </ul>	<i>July 25</i>	<i>VP for Student Services</i>
	<ul style="list-style-type: none"> <li>▪ <i>Craft “call to action” message</i></li> </ul>	<i>July 28</i>	<i>Dean for Enrollment Services with input from Counseling, Admissions, Financial Aid and Business Office</i>
	<ul style="list-style-type: none"> <li>▪ <i>Send emails</i></li> </ul>	<i>August 1</i>	<i>Enrollment Services</i>
	<ul style="list-style-type: none"> <li>▪ <i>Conduct telephone campaign</i></li> </ul>	<i>August 5 – September 5</i>	<i>Student Ambassadors/Campus Community/</i>
<i>Make sandwich boards displaying classes around census date</i>	<ul style="list-style-type: none"> <li>▪ <i>Inventory supplies and/or procure materials</i></li> </ul>	<i>August 8</i>	<i>Dean, Enrollment Services/Student Activities</i>
	<ul style="list-style-type: none"> <li>▪ <i>FAQs, important messages, open classes, upcoming events</i></li> </ul>	<i>August 8</i>	<i>Admissions, Financial Aid, Business Office, EOPS/CARE, DSPS, Instruction</i>
<i>Post to TV monitors in the Welcome Center</i>			
<i>Create online listing of classes for the website</i>	<ul style="list-style-type: none"> <li>▪ <i>Migrate current schedule to website</i></li> </ul>	<i>August 2</i>	<i>VP Instruction Office with support from staff in the Office of the President</i>
<i>Place ads in the CSU-East Bay and SF State newspapers highlighting CSU Breadth courses available ,and contact community based organizations</i>		<i>August 30</i>	<i>VP for Student Services and VP for Instruction Offices</i>

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### **Use of the template as an action tool**

- This template is a planning tool to develop an implementation plan for the enrollment management strategies identified above.
- The responsibilities of the Lead Areas identified herein, shall take responsibility in crafting the implementation plan while working in collaboration with the groups identified, or others deemed critical to the tasks at hand.
- Measureable outcomes for each strategy should be established and assessed to determine their effectiveness.
- The Council of Deans will communicate regularly to ensure optimal integration of effort. Weekly progress reports to should be routed to the appropriate Vice President with copies to the Senior Leadership Team.