

# SAN DIEGO MESA COLLEGE

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## Enrollment Management

Fall Convocation Breakout Session:  
Strategic Enrollment Management Plan

Aug 17, 2023

# Outline for Today

- Brief History and Values
  - Data Discussion
  - Strategic Enrollment Management Plan Overview
  - Next steps
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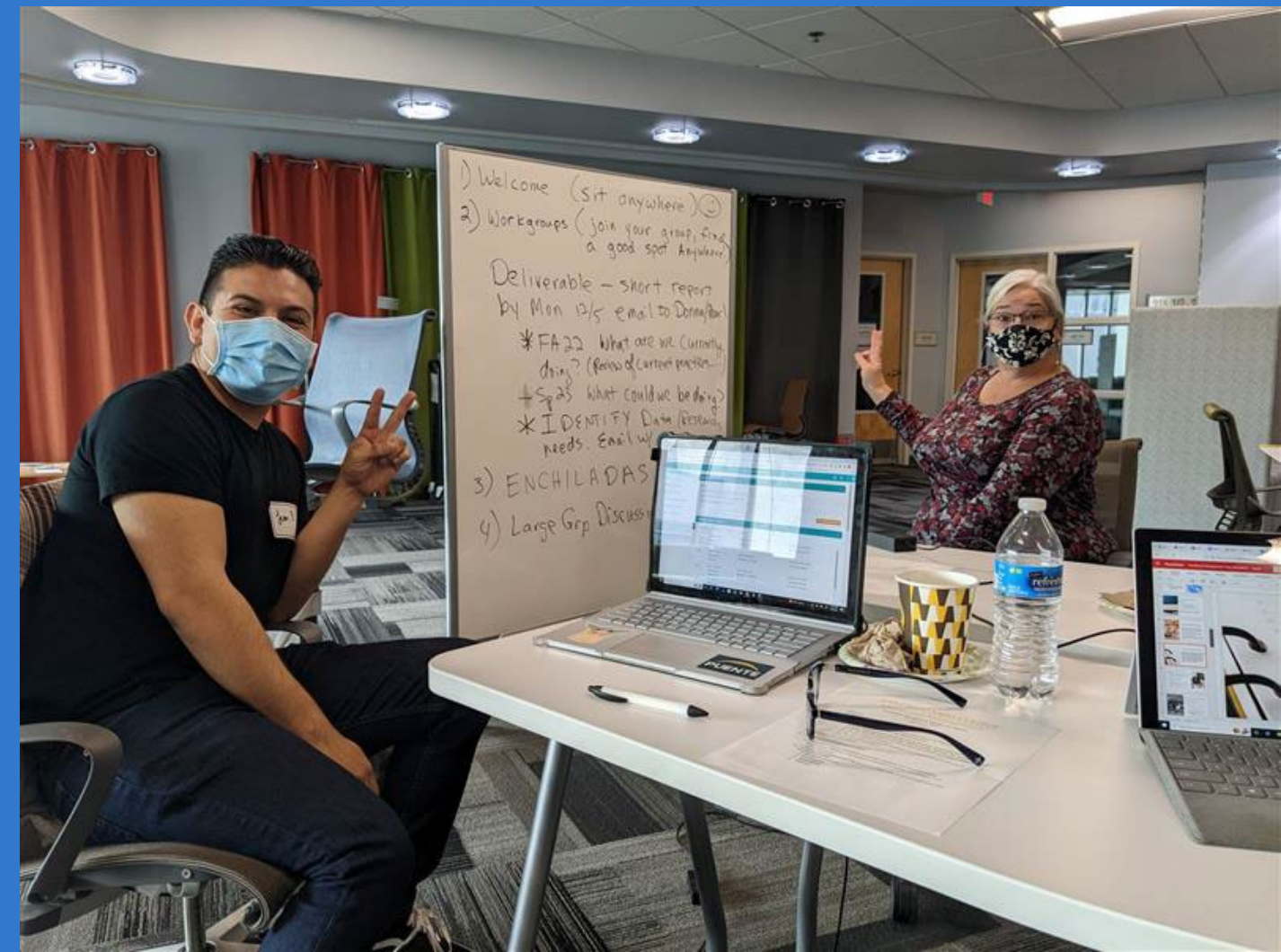


# Objectives of the Taskforce 22/23

*Original:* Create a student -centered schedule that is predictable, responsive, efficient, and supports student success, completion, and equity outcomes.

*Updated to also include:* Approach enrollment management with an intentional focus on the FTES, Supplemental, and Student Success factors of the Student -Centered Funding Formula (SCFF).

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# Deliverable of the Taskforce 22/23

- The Enrollment Management Work Group developed a collaborative, innovative, and student -centered Strategic Enrollment Plan for San Diego Mesa College
- Accomplished by the work of over 75 people from across the college, in 7 subgroups.

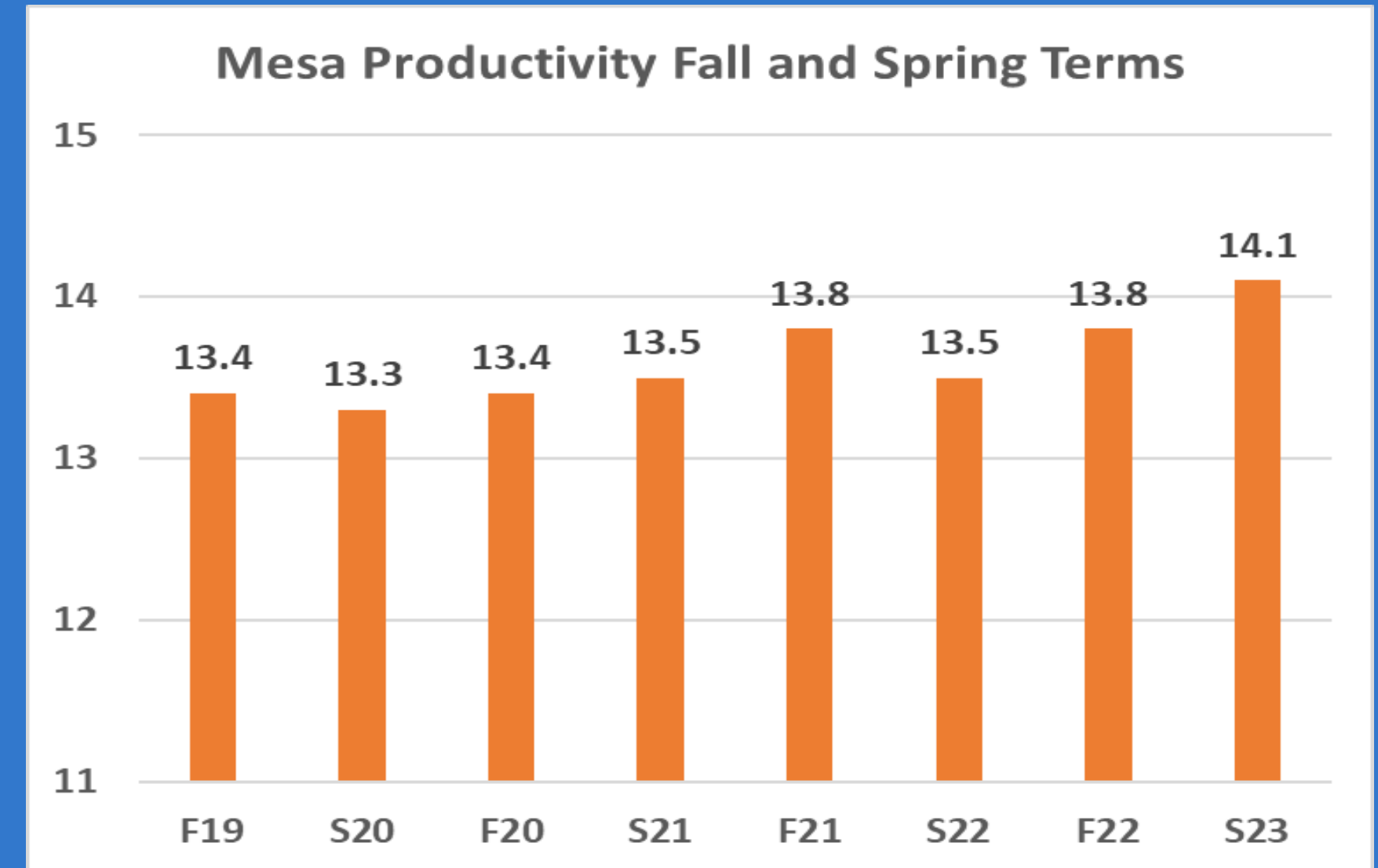
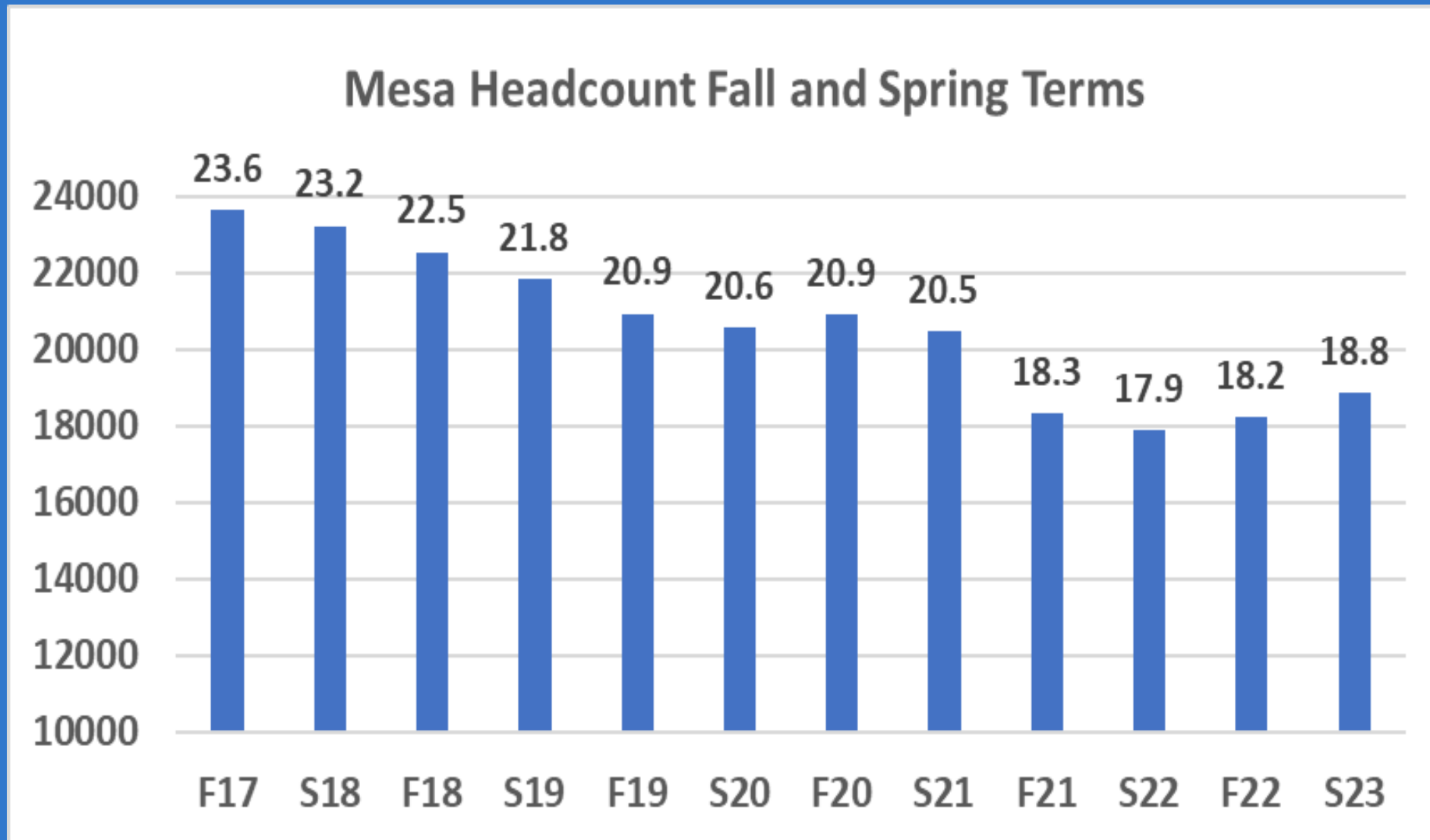


# Mesa Strategic Enrollment Management Guiding Principles

- Equity and excellence guide our work
  - Prioritize students' success and retention
  - Paradigm shift for new direction with support
  - Embrace innovation
  - Evidence-based decision-making
  - Promote departmental and campus collaboration
  - Exhibit fiscal responsibility
  - Focus on long-term viability
- 



# Headcount and Productivity

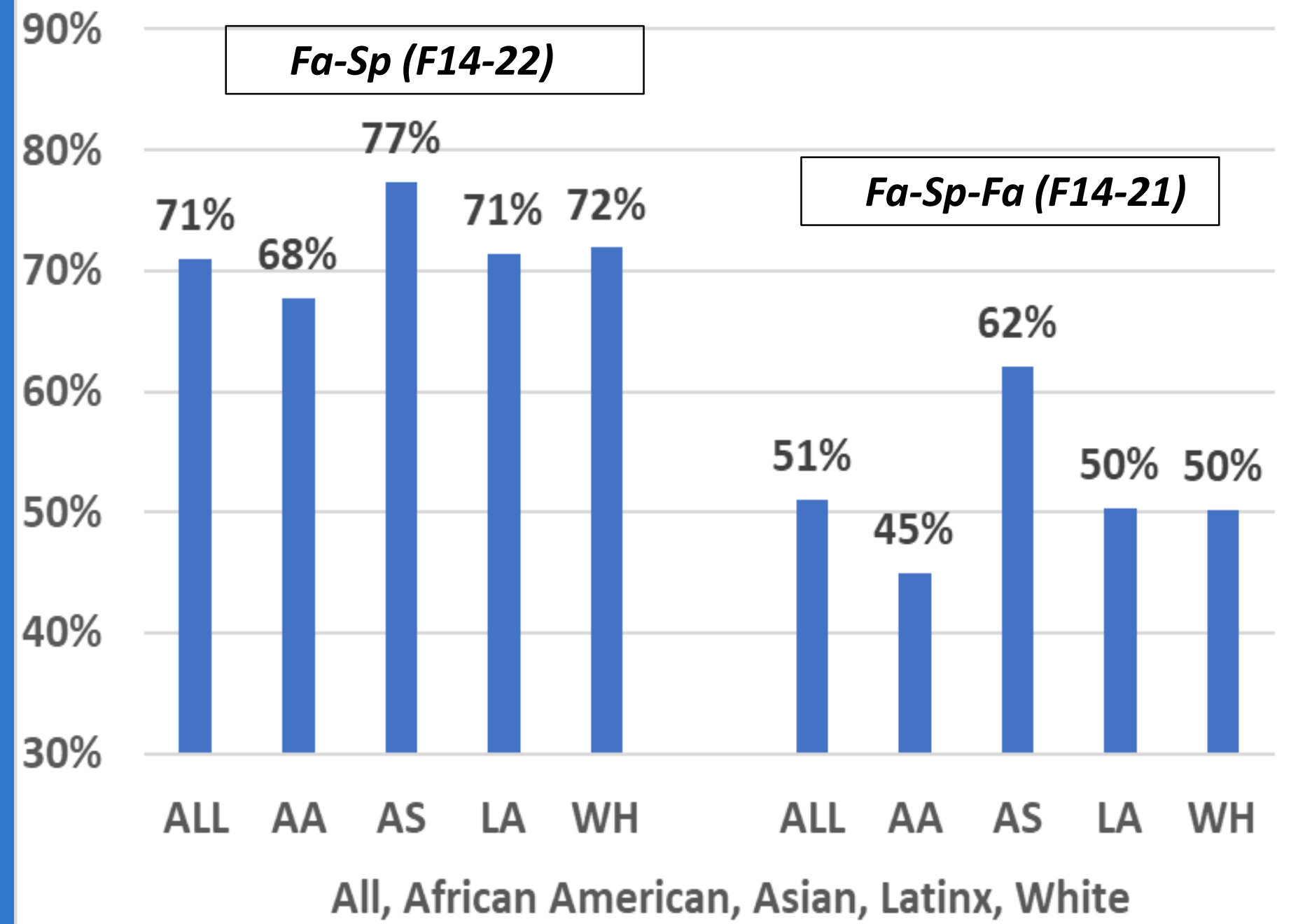
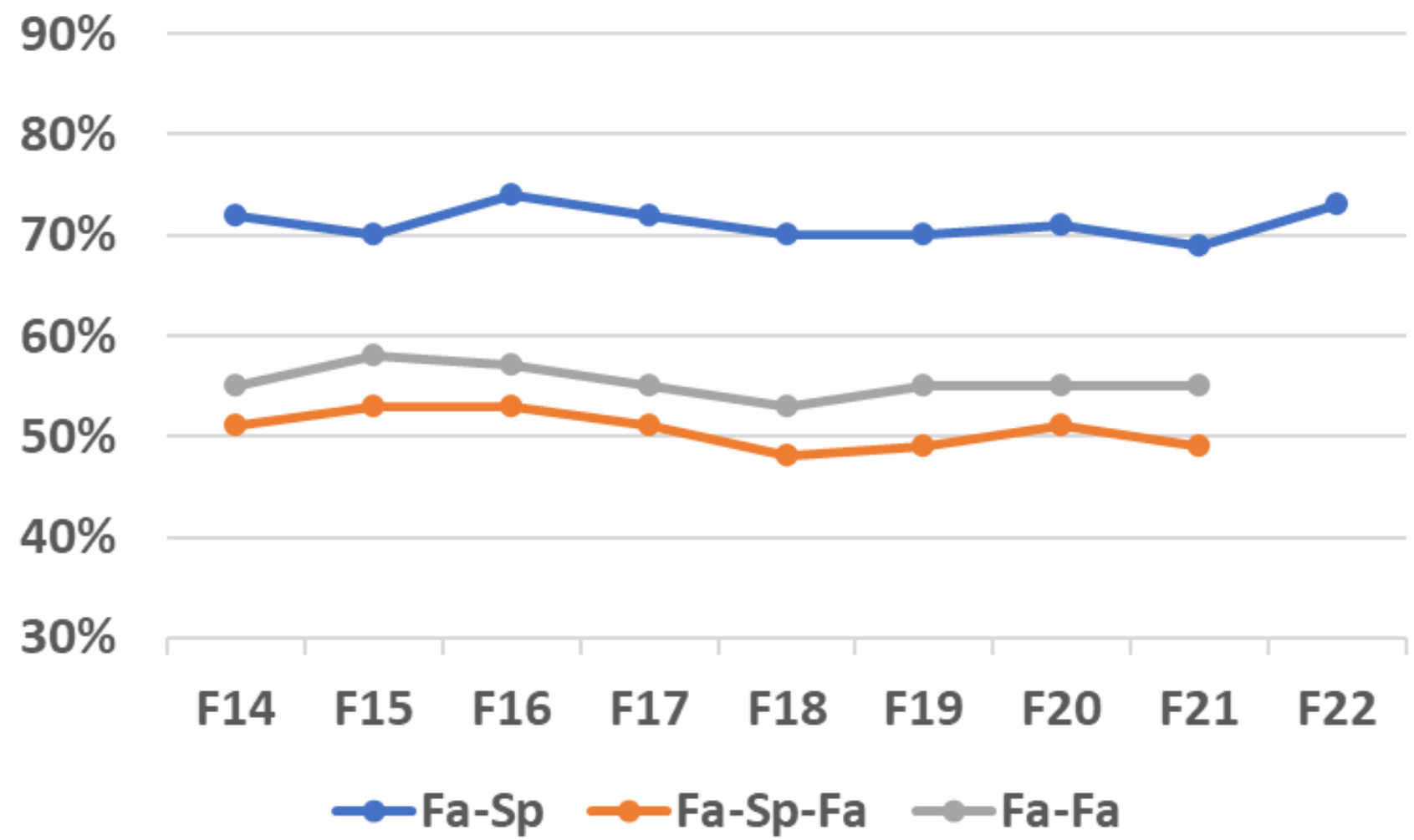


Sources: SDCCD Facts on File and Mesa Enrollment Dashboard

Source: SDCCD Historical Enrollment Dashboard

# Retention

Mesa Semester to Semester Retention of New Students



Source: Mesa HSI and Equity Dashboard

# REFLECTION

- What strikes you when you see the data presented in the last slides?
  - What new questions should we ask about this data?
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# Key Findings from Environmental Scan

- By 2030, District wide population growth projected
    - 20-24 ages ~16% and 25-29 ages by ~28%
    - Latinx and AAPI also projected to increase
  - By 2025-2026, ~5% projected decrease in SD County high school students
  - Reasons affecting student enrollment decisions
    - Prioritizing work
    - Affordability, modality, mental health, and dependent care
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# Overview: San Diego Mesa College Strategic Enrollment Management Plan 2023-2026

- Introduction
- Mesa's Mission, Vision, Values
- Mesa 2030 and Guided Pathways
- Glossary
- Environmental Scan
- Legislation and Fiscal Considerations
- Smart Goals

# SEMP SMART Goals and Actions

A) Strategic Scheduling of Classes

B) Strategic Outreach

C) Strategic Marketing

D) Student Services

E) Equity Minded Practices

F) Professional Development

45 Total

\*Mesa and SDCCD Collaboration Opportunities

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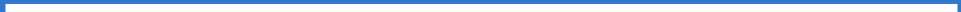
# Smart Goal Examples

Actions	Alignment with Existing Plans/Initiatives		Responsible	Goals/ Deliverables/Assessments	Year		
	*Mesa 2030	*Mesa Pathways			23-24	24-25	25-26
Coordination of class schedules within and between departments	St 3	1, 3	????	Identify which depts could/should work on schedule coordination. Formation of workgroups with representatives from those dept.	x	x	x



# Smart Goal Examples

Actions	Alignment with Existing Plans/Initiatives		Responsible	Goals/ Deliverables/Assessments	Year		
	*Mesa 2030	*Mesa Pathways			23-24	24-25	25-26
Educational Gala Registration Days	Comp 1, 2, 3	1,2 3 4	????	In-Reach Scheduled Event that is planned and institutionalized for each year. Computer set up in high traffic areas (Student Services, Quad, MS Building). Faculty from instruction and student services available to help students select classes and register early.	x	x	x





# Smart Goal Examples

Actions	Alignment with Existing Plans/Initiatives		Responsible	Goals/ Deliverables/Assessments	Year		
	*Mesa 2030	*Mesa Pathways			23-24	24-25	25-26
Development of Continuing Education recruitment for related credit programs	PP 4	2	????	Conduct Mesa visits for CE students. Increase curriculum coordination between Mesa and CE faculty. Build seamless pathways from CE to Mesa which are reflected on our website.	x	x	x



## Next Steps:

- Proposed Participatory Governance Group: Enrollment Management Committee
    - Purpose: To implement the collaborative, innovative, and student-centered three-year SEMP.
  - Implementation of Plan:
    - Prioritize Actions
    - Monitor progress
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