

SAN DIEGO MESA COLLEGE

Enrollment Management

Spring 2024 Kickoff

Feb. 2, 2024 11:00 am – 1:00 pm

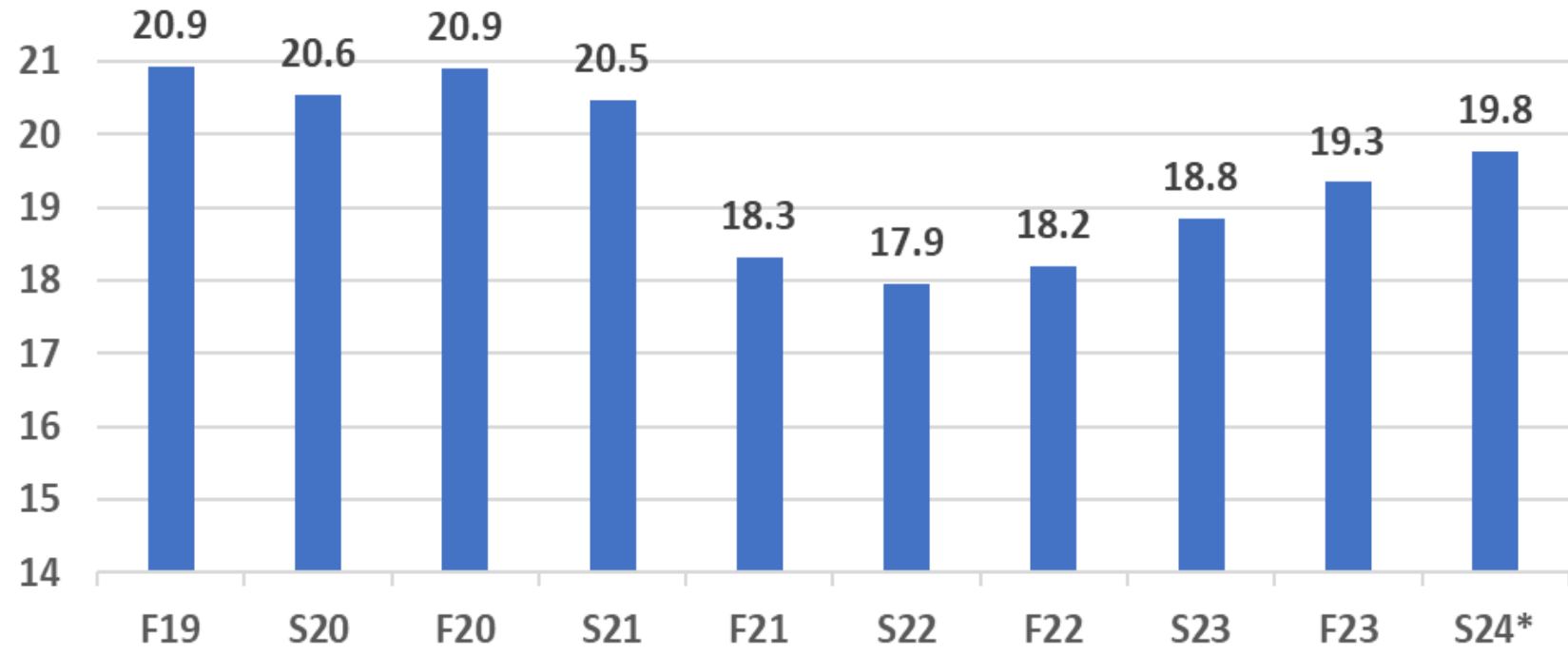
Today's Agenda:

- Opening Remarks: VPI Isabel O'Connor
 - EM Data Overview
 - EM Committee and Strategic Enrollment Management Plan (SEMP) Overview: Donna Budzynski
 - Spring 2024 Priorities: Donna Budzynski, Ailene Crakes, Linda Hensley, Ryan Shumaker, Mary Toste
 - Breakout sessions
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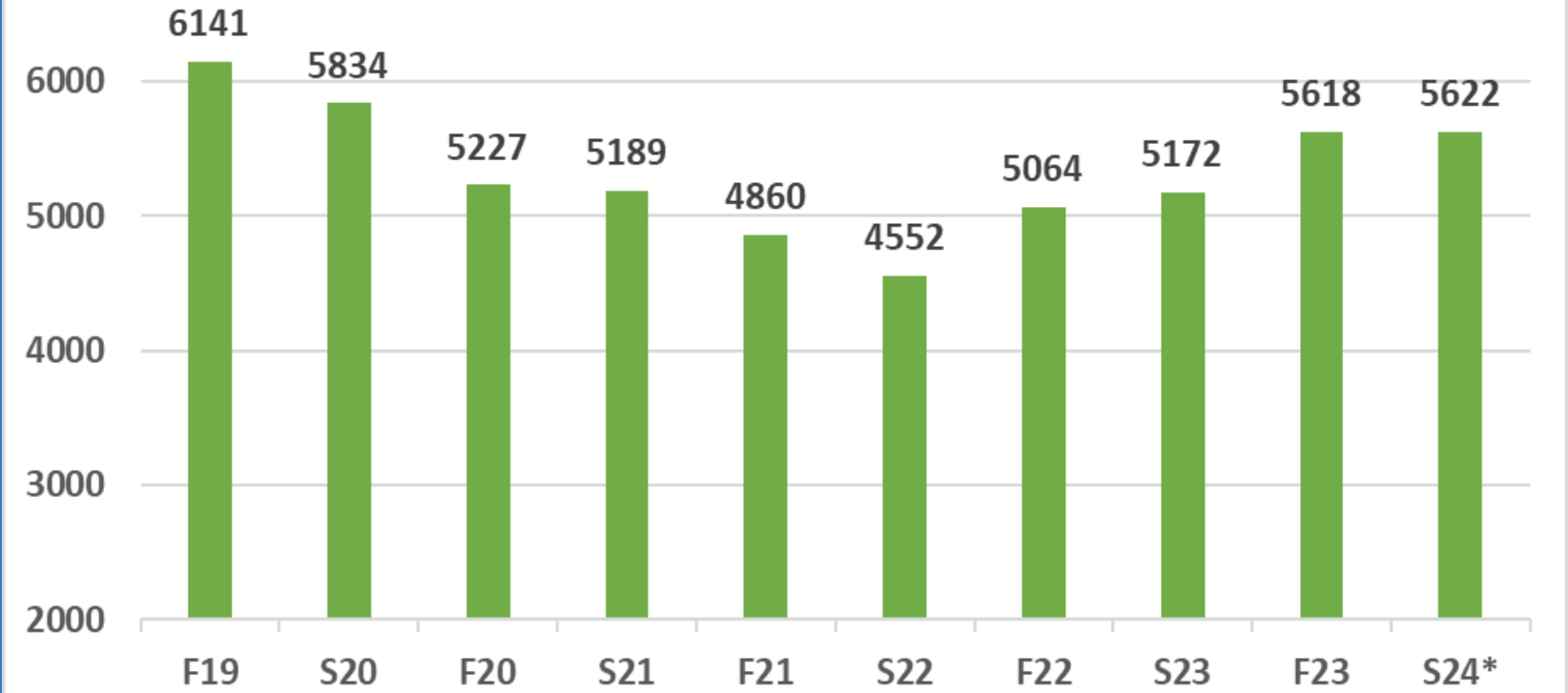
VPI Isabel O'Connor

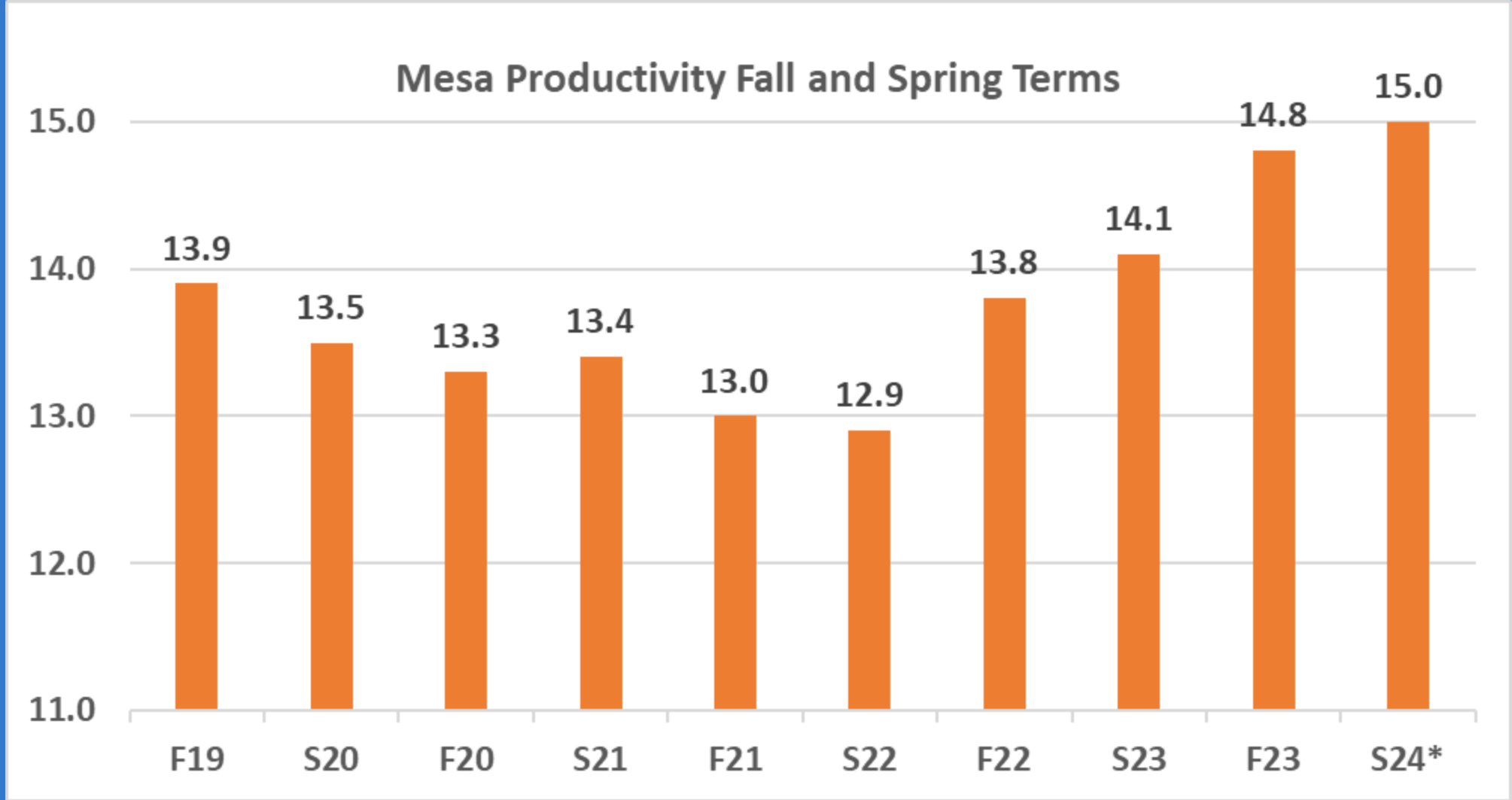


Mesa Headcount in Thousands Fall and Spring Terms



Mesa FTES Fall and Spring Terms





Enrollment Management Committee

- Participatory Governance Group approved by PCAB in Fall 23
 - Purpose: To implement the collaborative, innovative, and student-centered three-year SEMP.
 - Implementation of Plan:
 - Prioritize Actions
 - Monitor progress
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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 SMARTER 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





Smart Goal Examples

Actions	Alignment with Existing Plans/Initiatives		Responsible	Goals/ Deliverables/Assessments	Year		
	*Mesa 2030	*Mesa Pathways			23-24	24-25	25-26
Increase number of Dual Enrollment courses with SDUSD partners	PP 2	1, 3	Dual Enrollment dean, Dean, Chairs	Coordinate with high schools to design intentional pathways leading to certificates. Increase the number of college credits completed while in high school.	x	x	x



Spring 2024 Priorities:

- 1. Donna:** Review results of campus scheduling practices survey and develop best practices for campus scheduling
 - Room BT 107
 - 2. Ailene:** Increase short-term course where pedagogically appropriate and where there is student demand
 - Room BT 108
 - 3. Ryan:** Provide a broader understanding of enrollment management concepts and shared language across the college
 - Room BT 109
 - 4. Mary:** Develop and offer training for deans and chairs for EM tolls and how they can be used for schedule builds and maximizing FTES
 - Room BT 110
 - 5. Linda:** Increase number of dual enrollment courses
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