

# *Enrollment Management Cross-Functional Committee*

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## **Charges**

- Support the development, periodic update, assessment and implementation of an overall Enrollment Management Plan (EMP) that promotes attainment of the College's Strategic Plan. Goal 1 "Connect: Connect and engage students with opportunities to be successful". This includes:
  - Reviewing and recommending marketing, recruitment practices, policies and procedures and making recommendations to the necessary strategies, projects and budget initiatives to connect, engage and recruit students.
  - Investigating enrollment trends and program changes to inform projections for credit degree and certificate programs and continuing education programs and services. Report information by November 15 each year. After spring 10-day count, review current enrollment trends.
  - Providing guidance and initiatives with special emphasis on segmenting target markets to recruit, admit, enroll and retain traditionally under-represented and underserved populations.
  - Seeking effective, efficient and adaptive use of current resources to meet enrollment and retention needs. Advising college administration on prioritized allocation of resources to Senior Staff by November on enrollment management tactical (budget) initiatives.
  - Sharing best practices, lessons learned, success stories and effectiveness in sector-wide efforts for enrollment management with college community and stakeholders.
- Submit annual goals at the start of each year based on alignment to the Strategic Plan and report on outcomes at the end of each year.
- Meet at least three times a year.