

**Modesto Junior College**  
**Enrollment Planning and Management Plan**  
**MISSION CRITICAL GOALS**  
**2008 – 2009**

**Goal 1: Expand access to students.**

*Objective 1.1: To expand and improve matriculation services to increase accessibility for all students*

Strategy 1.1.1: Schedule math and English/reading assessment tests on the same day. (Priority: Mission Critical)

Lead Responsibility: Dean of Matriculation/A&R

Audience: All new students

Timeline: Fall 2008

Key Performance Indicator: Comparison of 2007 assessment scores to 2008 scores

Strategy 1.1.2: Develop an online system to provide matriculation services to late registering students. (Priority: Mission Critical)

Lead Responsibility: Dean of Matriculation/A&R and Webmaster

Audience: All late registering students

Timeline: Spring 2009

Key Performance Indicator: Review of online system

*Objective 1.2: To review and improve course scheduling patterns*

Strategy 1.2.1: Review Program Review and other data concerning course availability. (Priority: Mission Critical)

Lead Responsibility: EPMC and PRC

Audience: SPC, IAC, College Council

Timeline: Fall 2008

Key Performance Indicators: Program Review data and student satisfaction surveys data (such as Point of Service)

Strategy 1.2.2: Implement “Class Tracks” to effectively schedule classes for greater access. (Priority: Mission Critical)

Lead Responsibility: Deans

Audience: All new and current students

Timeline: Spring 2009

Key Performance Indicator: Review of implementation timeline

## **Goal 2: Effectively manage outreach, recruitment, and enrollment.**

*Objective 2.1: To use strategic planning, student learning objectives, program review, and other data-driven research to continually evaluate and improve outreach services*

Strategy 2.1.1: Create a college-wide marketing and recruitment plan with goals/objectives.

(Priority: Mission Critical)

Lead Responsibility: Director of Mktg. & PR, Dean of Matriculation/A&R, Director of Technical Education

Audience: All prospective students

Timeline: Fall 2008

Key Performance Indicator: Review of the plan

Strategy 2.1.2: Research outreach tracking software. (Priority: Mission Critical)

Lead Responsibility: Dean of Matriculation/A&R, Outreach

Audience: All prospective students

Timeline: Spring 2009

Key Performance Indicator: Review of tracking software options

*Objective 2.2: To increase outreach efforts to market to segments of service area not being fully served at the present time*

Strategy 2.2.1: Keep MJC website fresh, interesting, up-to-date. (Priority: Mission Critical)

Lead Responsibility: Front End Web Developer

Audience: All prospective students

Timeline: Fall 2008 and on-going

Key Performance Indicator: Number of hits to the website

Strategy 2.2.2: Conduct elements of environmental scanning: demographic trends, service area high school data, top occupations/trends, unemployment trends in service area, transfer data, etc.

(Priority: Mission Critical)

Lead Responsibility: Director of Research & Planning

Audience: SPC, Outreach/Recruitment groups, IAC, and College Council

Timeline: Spring 2009

Key Performance Indicators: Service area population demographics/trends, sending high school population (by grade/demographics/graduation numbers, etc.), participation rates by sending high school, Passport to College schools population/demographics

*Objective 2.3: To continue to improve the image of MJC in our service area*

Strategy 2.3.1: Create an advertising task force and, using student focus groups to identify effective themes, develop an upbeat, contemporary, multimedia ad campaign (TV, radio, print, electronic/Internet) with a consistent look and feel.

Audience: All prospective students

Timeline: Spring 2009

Key Performance Indicator: Development of task force and campaign

Strategy 2.3.2: Initiate college-wide customer service training. (Priority: Mission Critical)

Lead Responsibility: President, VPSS, VPI, Academic Senate and YFA Presidents, CSEA President

Audience: All prospective and current students  
Timeline: Spring 2009  
Key Performance Indicator: Number of participants in training sessions

*Objective 2.4: To centralize and formalize lead follow-up processes to improve customer satisfaction and conversion ratios in recruitment*

Strategy 2.4.1: Create an internal marketing campaign to promote the Welcome Center as the place to which other departments and divisions can transfer/refer all inquiries and new students. (Priority: Mission Critical)  
Lead Responsibility: Dean of Matriculation/A&R, Outreach, VPSS, VPI  
Audience: All prospective students  
Timeline: Fall 2008  
Key Performance Indicator: Number of inquiries from divisions/departments before and after initiation of campaign

Strategy 2.4.2: Create official division/department follow-up strategies to address the inquiries of prospective students. (Priority: Mission Critical)  
Lead Responsibility: VPSS, VPI  
Audience: All prospective students with an interest in division/department information  
Timeline: Spring 2009  
Key Performance Indicator: Review of follow-up strategies and creation of program template recommendation

*Objective 2.5: To effectively manage enrollment*

Strategy 2.5.1: Hire additional faculty and staff to offer/support programs and classes in demand. (Priority: Mission Critical)  
Lead Responsibility: Hiring Priorities Committee, Instruction Office, Deans, President  
Audience: All new and current students  
Timeline: Fall 2008  
Key Performance Indicator: List of newly hired faculty, targeted classes, and resulting FTES

Strategy 2.5.2: Develop FTES information flow process. (Priority: Mission Critical)  
Lead Responsibility: Director of Research & Planning and Dean of Instructional Services  
Audience: SPC, IAC, College Council  
Timeline: Spring 2009  
Key Performance Indicator: Review of process

### **Goal 3: Improve student retention and persistence.**

#### *Objective 3.1: To increase the number of students completing the matriculation steps*

Strategy 3.1.1: Continue to promote and expand the Start Smart program. (Priority: Mission Critical)

Lead Responsibility: Dean of Matriculation/A&R, Dean of Counseling & Student Services

Audience: All incoming students without an associate degree or higher

Timeline: Fall 2008

Key Performance Indicators: Comparison of 2007 and 2008 attempted units vs. completed units, GPAs, and fall-to-spring persistence rates for students who participate in the Start Smart program vs. students who don't

Strategy 3.1.2: Explore and justify making guidance a requirement for all first-time, non-exempt students during their first semester at MJC. (Priority: Mission Critical)

Lead Responsibility: VPSS, VPI

Audience: All first-time students except personal enrichment)

Timeline: Spring 2009

Key Performance Indicator: Review of cost and staff analysis to implement a guidance requirement

#### *Objective 3.2: To increase the number of students completing and succeeding in courses and persisting*

Strategy 3.2.1: Provide queryable data sets for retention/success/persistence data and trend analysis by division/department. (Priority: Mission Critical)

Lead Responsibility: Director of Research & Planning

Audience: SPC, IAC, College Council

Timeline: Fall 2008

Key Performance Indicator: Review of data sets

Strategy 3.2.2: Fully implement SARS Early Alert program to proactively retain students. (Priority: Mission Critical)

Lead Responsibility: VPI, SARS Early Alert Workgroup, Academic Senate

Audience: Identified students, faculty, counselors, instructional and student support services

Timeline: Spring 2009

Key Performance Indicator: Retention and persistence rates by division/department before and after implementation