



INSTITUTIONAL EFFECTIVENESS PARTNERSHIP INITIATIVE

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**2018 ACBO Spring Conference**

**Strategic Enrollment Management (SEM) Applied Solutions Kit**

**May 21, 2018**



CALIFORNIA COMMUNITY COLLEGES  
CHANCELLOR'S OFFICE

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# Introductions

## *Presenters*

- Theresa Tena, Executive Vice Chancellor, Institutional Effectiveness and Innovation, CCCCCO
- Ron Gerhard – Vice President of Administrative Services, Chabot College, SEM-ASK Core Project Team



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# Vision for Success



## Goal 1:

Increase by at least 20 percent the number of CCC students annually who acquire associates degrees, credentials, certificates, or specific skill sets that prepare them for an in-demand job.



## Goal 2:

Increase by 35 percent the number of CCC students system-wide transferring annually to a CSU or UC, necessary to meet the state's needs for workers with baccalaureate degrees.



## Goal 3:

Decrease the average number of units accumulated by CCC students earning associates degrees from approximately 87 to 79 total units—the average among the top 5th of colleges showing the strongest performance on this measure.



# Vision for Success



## Goal 4:

Increase the percentage of exiting CTE students who report being employed in their field of study, from the statewide average of 60% to 69%--the average among the top 5<sup>th</sup> of colleges showing the strongest performance on this measure.



## Goal 5:

Reduce equity gaps by 40% across all of the previous measures through faster improvements among traditionally underrepresented students, closing the gap within 10 years.



## Goal 6:

Reduce regional achievement gaps across the previous measures through faster improvements among colleges located in regions with the lowest educational attainment of adults, with the goal of closing the gap within 10 years.



# ASK: Applied Solution Kit

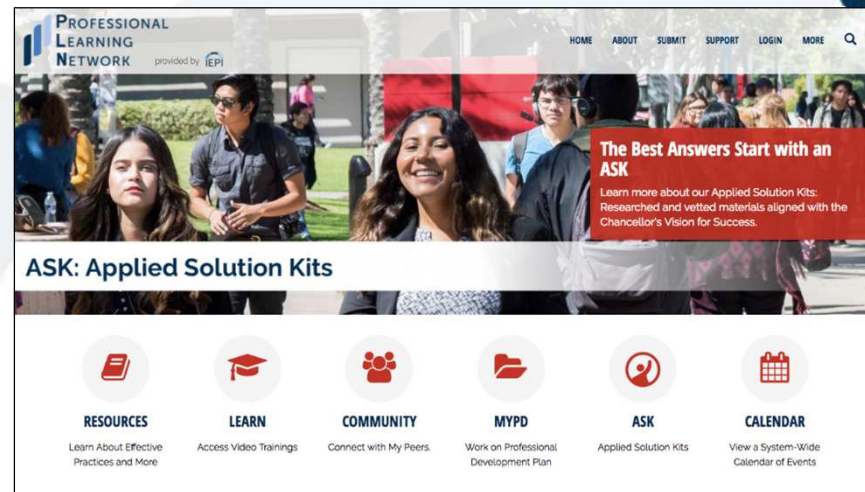
## IEPI / Professional Learning Network

### RESOURCES

- Promising Practices
- Emerging Practices
- Lynda
- Skillsoft

Link to ASK

<https://prolearningnetwork.cccco.edu/ask>



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We've tried to  
**implement**  
**enrollment**  
management  
strategies,  
but our  
**enrollments**  
**are flat**  
or even down.

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# CBO Perspectives

- What is the importance of SEM from your perspective as a CBO?
- How will the changes we are experiencing impact our approach to SEM?
- What do you think will remain constant and require continued vigilance?



# What is SEM ASK?

## Strategic Enrollment Management (SEM) Tools and Resources

- Assessments & Evaluations
- Data Resources & Tools
- Exemplars & Models
- Promising Practices
- Professional Development





# **SEM ASK**

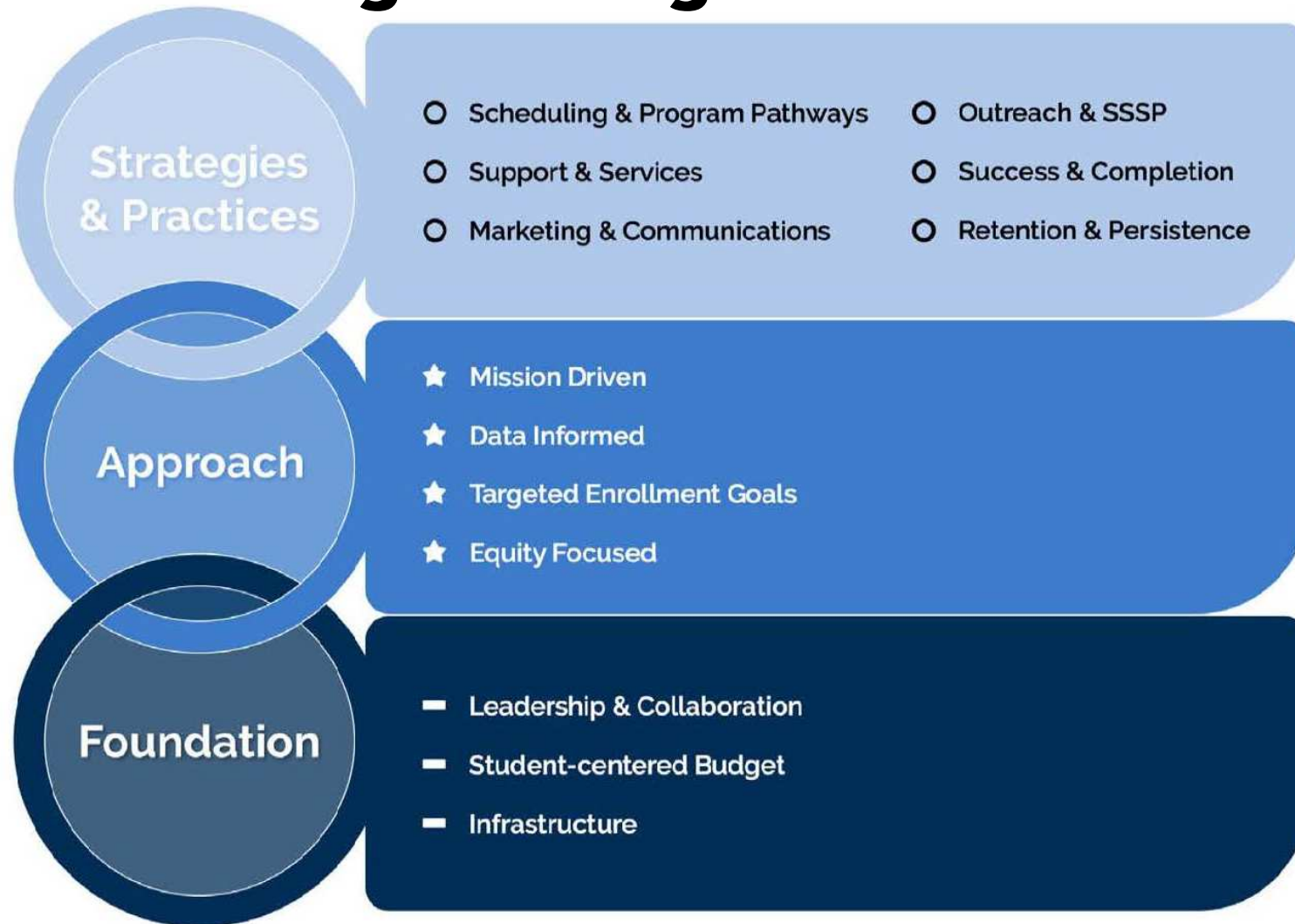
## **Core Purpose Statement**

- Sets the context for SEM in CCCs
  - Diverse student body with diverse goals
  - Changing needs in the environment
  - Focused on student success / goal achievement while recognizing the importance of fiscal viability
- Provides definition and overview of SEM purpose
- Cuts across all areas of a college



# SEM ASK

## Organizing Framework



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## **Three Significant Work Efforts In Progress**

- Professional Development Resource Guides and Accompanying Tools
- SEM Community of Practice
- SEM Academy



# Resource Guides

- A Roadmap for Strategic Enrollment Management Planning
- Calculating and Understanding FTES and Productivity
- Data Tools and Metrics for Strategic Enrollment Management
- Developing and Managing the Class Schedule
- High Impact Retention, Persistence, and Success Practices for Strategic Enrollment Management
- Targeted Marketing for Strategic Enrollment Management
- Understanding CCC Budget and Reporting Part I (F320 Report)
- Understanding CCC Budget and Reporting Part II (Exhibit C, Fifty Percent Law, and FON)
- The Basics of Community College Funding





# Other Tools and Resources

- SEM Institutional Self-Assessment
- SEM Institutional Self-Assessment Facilitator's Guide
- SEM Planning FAQ
- FTES Calculator (*coming soon*)





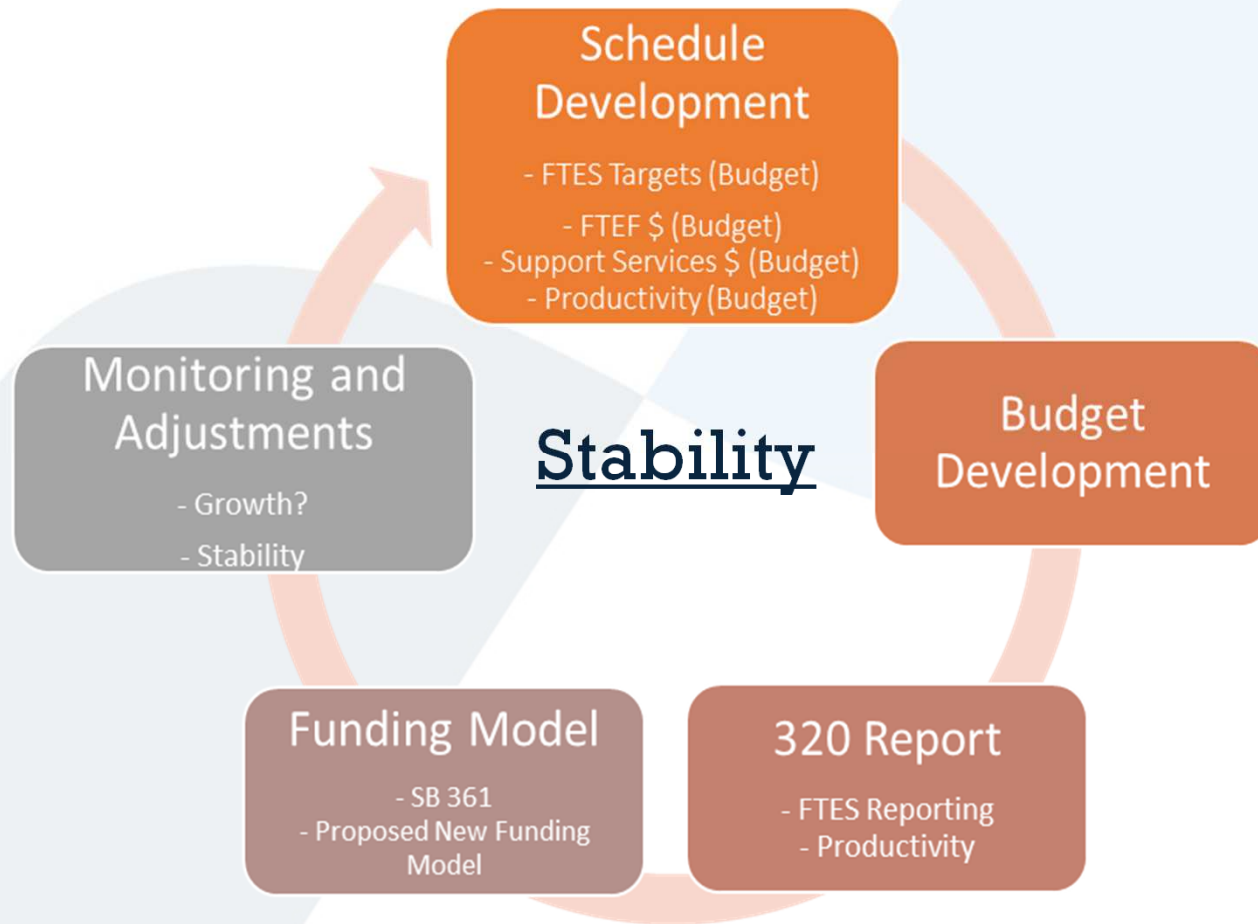
## **Three Significant Work Efforts In Progress**

- Professional Development Resource Guides and Accompanying Tools
- SEM Community of Practice
- SEM Academy
- <https://prolearningnetwork.cccco.edu/as/topic/sem>





# Understanding the CCC Budget and Reports





# Promising Practices

- 21 Promising Practices collected and reviewed
- 16 approved for Sharing:
  - SEM Promising Practices website
  - Resource Guides
  - SEM Academy
- Topics
  - Retention, Persistence & Success
  - Data Tools and Metrics
  - SEM Planning
  - Scheduling
  - Marketing & Communications
- Another call for submission in Fall 2018



# 2018 IEPI SEM PROGRAM



# The SEM Program

- Year-long Engagement (15 Colleges)
  - Training, coaching, and resources in SEM
  - Colleges identify significant SEM project
- Four Components
  - SEM Academy (June 1-2, 2018)
  - One Year Support/Coaching
  - Mid-term check-in
  - Final Convening
- Integrates resources from other ASKs



**Questions???**



# Thank you!!!

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