

**ENROLLMENT MANAGEMENT STRATEGY ANALYSIS RUBRIC**

**AREA 1: PROGRAMMING**

<b>PRIORITY</b>	<b>Strategy</b>	<b>What work have you already done on this type of strategy? What opportunities do you see exist at your college?</b>	<b>What challenges do you anticipate facing if you move forward with this type of strategy?</b>	<b>What resources will you need to move forward with this type of strategy?</b>	<b>Who will be responsible for leading this type of strategy? Who needs to be involved?</b>
	<b>1. Comprehensive Review of Offerings &amp; Marketing Plan</b>				
	<b>2. Developing k-16 Career Pathways</b>				
	<b>3. Targeted accelerated university transfer programs</b>				
	<b>4.</b>				

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**AREA 2: OUTREACH & ONBOARDING**

<b>PRIORITY</b>	<b>Strategy</b>	<b>What work have you already done on this type of strategy? What opportunities do you see exist at your college?</b>	<b>What challenges do you anticipate facing if you move forward with this type of strategy?</b>	<b>What resources will you need to move forward with this type of strategy?</b>	<b>Who will be responsible for leading this type of strategy? Who needs to be involved?</b>
	<b>1. K-16 Partnerships/Promise Programs</b>				
	<b>2. Targeted On-Campus Freshman Outreach Activities</b>				
	<b>3. Leveraging CTE Industry Ties</b>				
	<b>4.</b>				

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**AREA 3: ORIENTATION**

<b>PRIORITY</b>	<b>Strategy</b>	<b>What work have you already done on this type of strategy? What opportunities do you see exist at your college?</b>	<b>What challenges do you anticipate facing if you move forward with this type of strategy?</b>	<b>What resources will you need to move forward with this type of strategy?</b>	<b>Who will be responsible for leading this type of strategy? Who needs to be involved?</b>
	<b>1. Just-in-time Orientation</b>				
	<b>2. Program-specific Orientations</b>				
	<b>3.</b>				

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**AREA 4: ASSESSMENT**

<b>PRIORITY</b>	<b>Strategy</b>	<b>What work have you already done on this type of strategy? What opportunities do you see exist at your college?</b>	<b>What challenges do you anticipate facing if you move forward with this type of strategy?</b>	<b>What resources will you need to move forward with this type of strategy?</b>	<b>Who will be responsible for leading this type of strategy? Who needs to be involved?</b>
	<b>1. Pre-Assessment Workshops</b>				
	<b>2. Multiple Measures</b>				
	<b>3. Using Pre-Requisites and Co-Requisites</b>				
	<b>4.</b>				

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**AREA 5: EDUCATIONAL PLANNING**

<b>PRIORITY</b>	<b>Strategy</b>	<b>What work have you already done on this type of strategy? What opportunities do you see exist at your college?</b>	<b>What challenges do you anticipate facing if you move forward with this type of strategy?</b>	<b>What resources will you need to move forward with this type of strategy?</b>	<b>Who will be responsible for leading this type of strategy? Who needs to be involved?</b>
	<b>1. Abbreviated vs. Comprehensive SEPs</b>				
	<b>2. Scaling Counseling</b>				
	<b>3. Linking SEPs to Schedule Creation</b>				
	<b>4.</b>				

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**AREA 6: RETENTION & COMPLETION**

<b>PRIORITY</b>	<b>Strategy</b>	<b>What work have you already done on this type of strategy? What opportunities do you see exist at your college?</b>	<b>What challenges do you anticipate facing if you move forward with this type of strategy?</b>	<b>What resources will you need to move forward with this type of strategy?</b>	<b>Who will be responsible for leading this type of strategy? Who needs to be involved?</b>
	<b>1. Payment Strategies &amp; Financial Supports</b>				
	<b>2. Nods &amp; Nudges</b>				
	<b>3. Early Detection of Near Finishers or Overlooked Completers</b>				
	<b>4. Increasing Student Engagement and Connections with the College</b>				

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**AREA 7: SCHEDULING**

<b>PRIORITY</b>	<b>Strategy</b>	<b>What work have you already done on this type of strategy? What opportunities do you see exist at your college?</b>	<b>What challenges do you anticipate facing if you move forward with this type of strategy?</b>	<b>What resources will you need to move forward with this type of strategy?</b>	<b>Who will be responsible for leading this type of strategy? Who needs to be involved?</b>
	<b>1. Schedule Analysis</b>				
	<b>2. Waitlists &amp; Success Rates</b>				
	<b>3. Course Priorities</b>				
	<b>4.</b>				