



# Effective Enrollment Management Is *Everyone's* Business

ACBO and the Chancellor's Office  
Welcome You to the Workshop!



CALIFORNIA COMMUNITY COLLEGES

# Overview of Agenda

## Today

- “Nuts and Bolts” of Enrollment Management
- Panel Discussion
- Lunch
- Case Studies Strategies and Team Discussions



# Overview of Agenda (Cont.)

## Tomorrow

- Finish Up Case Studies
- Presentation on Improving Outreach
- Team Discussions—Prioritizing Strategies to Pursue
- Lunch
- Report Outs
- Chancellor's Office—Update and Next Steps



# Learning Outcomes

- Participants Will Be Able to:
  - Understand the Roles Various Personnel and Programs Play in Enrollment Management
  - Provide Examples of How Enrollment Management Is Done at Other Colleges
  - Identify Effective Practices That Are Already Being Used at Their Own College
  - Identify New Ideas for Improving Enrollment Management at Their College



# Presentation Slides Available Online

- [www.acbo.org](http://www.acbo.org)
  - “2015 Enrollment Management”
    - “South Workshop Materials”



# Your Feedback Is Important to Us!

<https://www.surveymonkey.com/s/EnrollManage2>



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