San Diego Miramar College

Strategic Enrollment Plan Overview May 2023



Strategic Enrollment Management Journey

- Strategic Enrollment Management Plan was introduced through the Enrollment Management Committee
- Cross-disciplinary Team formed (deans, faculty, classified professionals from Instruction, Student Services, Research, and Equity)
- Dialogue throughout the fall semester on defining SEM, including insight from our SEM Coaches
- Infused assistance of Academic Senate President and Chair-of-Chairs to move discussion and planning forward at the start of the spring term
- Every Spring '23 meeting of Enrollment Management Committee was dedicated to construction of the plan
- Smaller workgroup identified 4 Student Groups on which to focus from January Convening—Veterans, Re-entry students (25+), Disproportionately Impacted Populations, and Traditional Students
- Five Goals identified for each Student Group which had their own overall needs emerge



Goal #1 Increase in Access

- Outreach
- Wraparound Financial Support
- Marketing
- Improved Onboarding Processes
- Student-focused Campus
- Communication



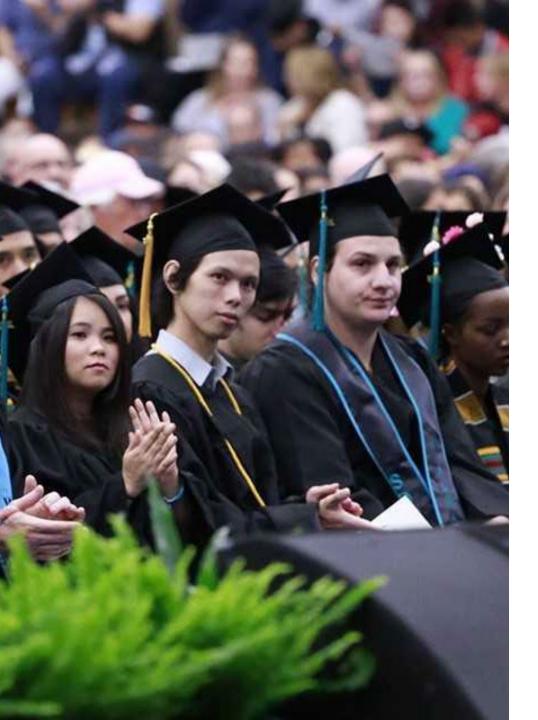
Goal #2 Increase Retention

- Professional Development
- Outreach
- Engagement
- Counseling Access
- ACPs and Success Teams
- Equity-minded Culture
- Wraparound Supports & Services
- Alumni Relations



Goal #3 Increase in Persistence

- Strategic Class Scheduling
- Connections/Engagement
- Tutoring
- Improve Educational Planning Processes
- Equity-minded Culture



Goal #4 Increase Success & Completion

- Streamlined Processes
- Increase Counseling Access
- Connections/Engagement
- Wraparound Support
- Increase Communication
- Technology
- Student-focused Campus
- Equity-minded Culture
- Professional Development



Goal 5 Building a Community

- Increase Communication
- Professional Development
- Engagement
- Increase Counseling Access
- Student focused campus



Miramar College Contacts

Enrollment Management Committee Co-Chairs

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