



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

Dr. Michael Odu, VP of Instruction

Dr. Kevin Petti, Chair of Chairs

Office of Instructional Services

Phone: 619-388-7350

Email: modu@sdccd.edu

www.sdmiramar.edu