

2018-2019 Status of Stability



Enrollment Management

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Services



Topics

- Student Centered Funding Formula (SCFF)
- Status of Stability
- Strategic Enrollment Management
- Integration of Initiatives



Student-Focused Funding Formula

Year 1:

70% Base (Enrollment) 3 year average FTES

20% Supplemental Grant

10% Student Success Initiative Grant

Year 2: - On Hold Using Year 1 per Gov Proposal

65% Base (Enrollment)

20% Supplemental Grant

15% Student Success Initiative Grant

Year 3:

60% Base (Enrollment)

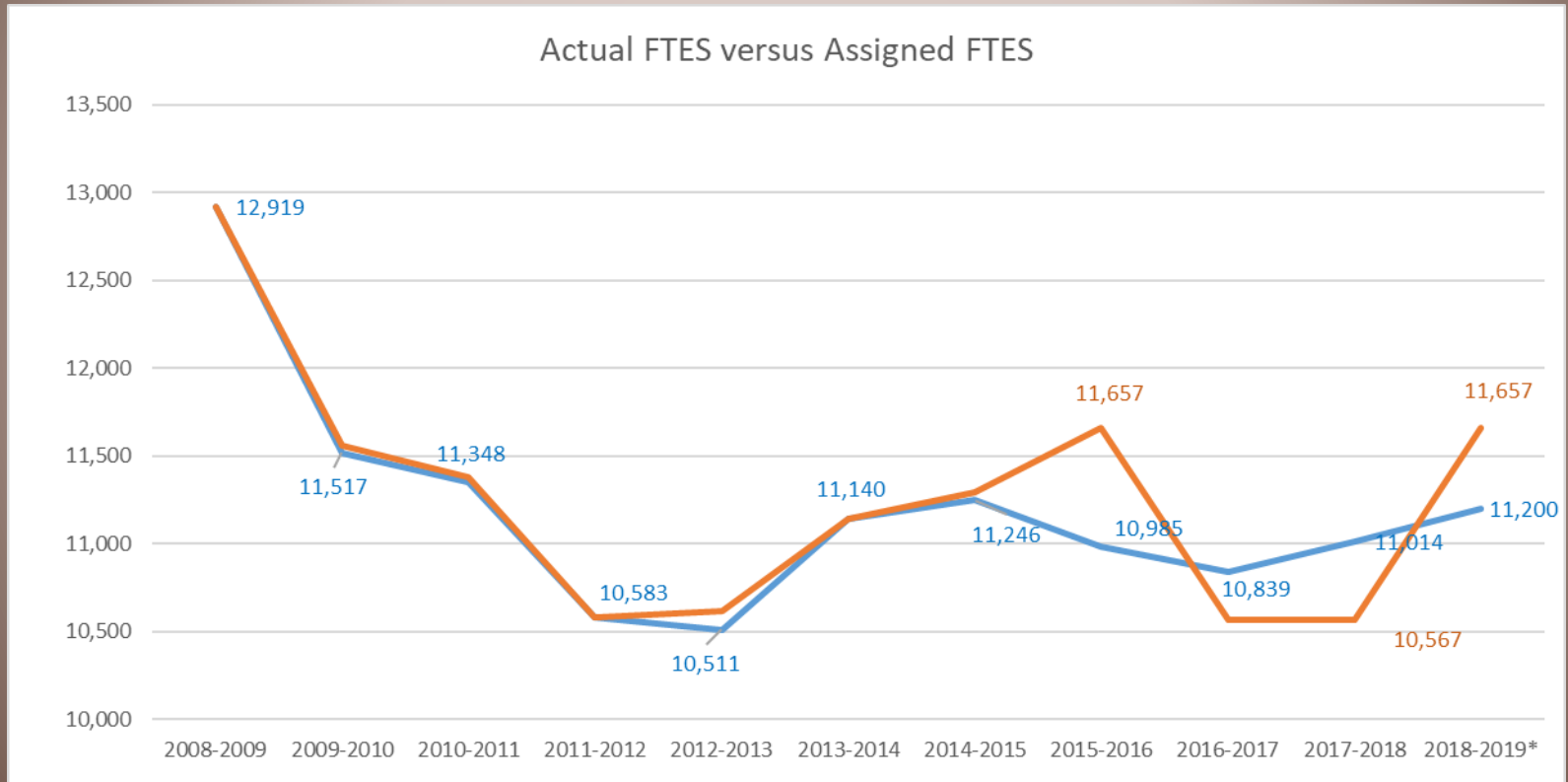
20% Supplemental Grant

20% Student Success Initiative Grant

- Hold Harmless held to 2017-2018 levels plus COLA for 3 years
- Noncredit & CDCP separate
- Oversight Council created (Governor's Rep, Senate Rules Committee & Speaker)
- Basic Skills, SSSP & Student Equity Combined into one allocation called the Student Equity & Achievement Program

Status of Stability

- 2017-2018 was Year 2 of Stability. Must recoup FTES in 2018-2019, Year 3.



Spring 2017 IEPI SEM Field Survey Report

Table 1

To what degree is your college or district involved in enrollment management planning?

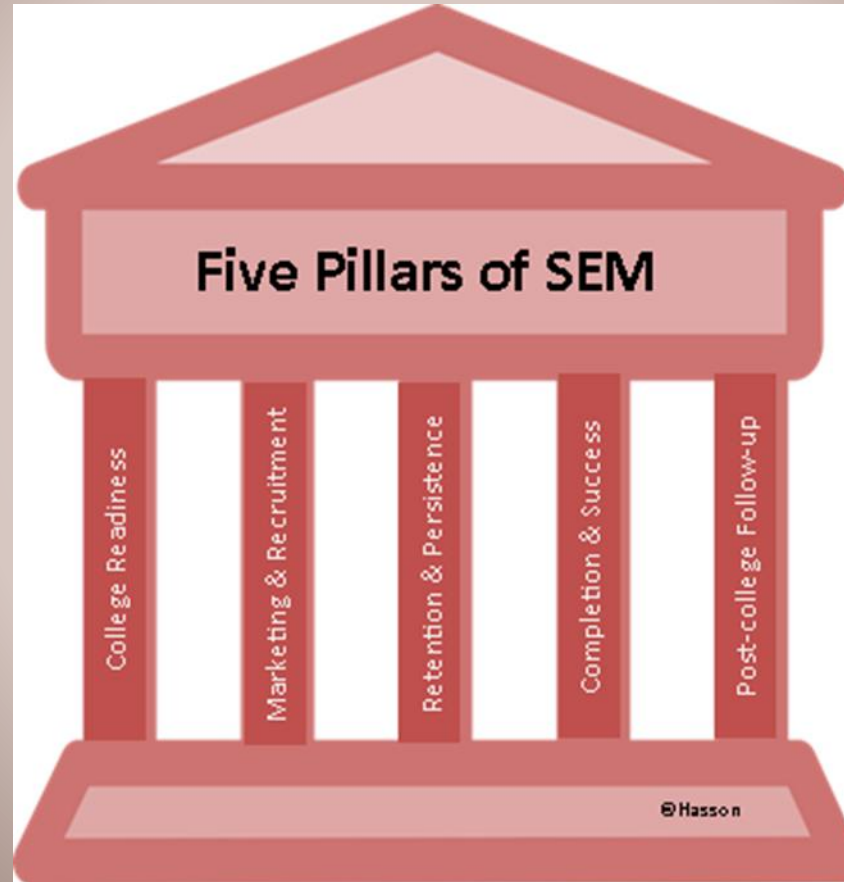
	n	%
The college/district does not engage in enrollment management planning	5	3%
The college/district intentionally implements enrollment management practices, but a formal enrollment management plan does not exist	76	51%
A formal enrollment management plan has been developed, but it is not fully implemented	38	26%
A formal enrollment management plan has been developed and is fully implemented	18	12%
I don't know	12	8%
	149	100%

Strategic Enrollment Management (SEM)

Within California Community Colleges, SEM is a shared responsibility. Student success is central to all related planning, practices, and processes. The purpose of SEM is to:

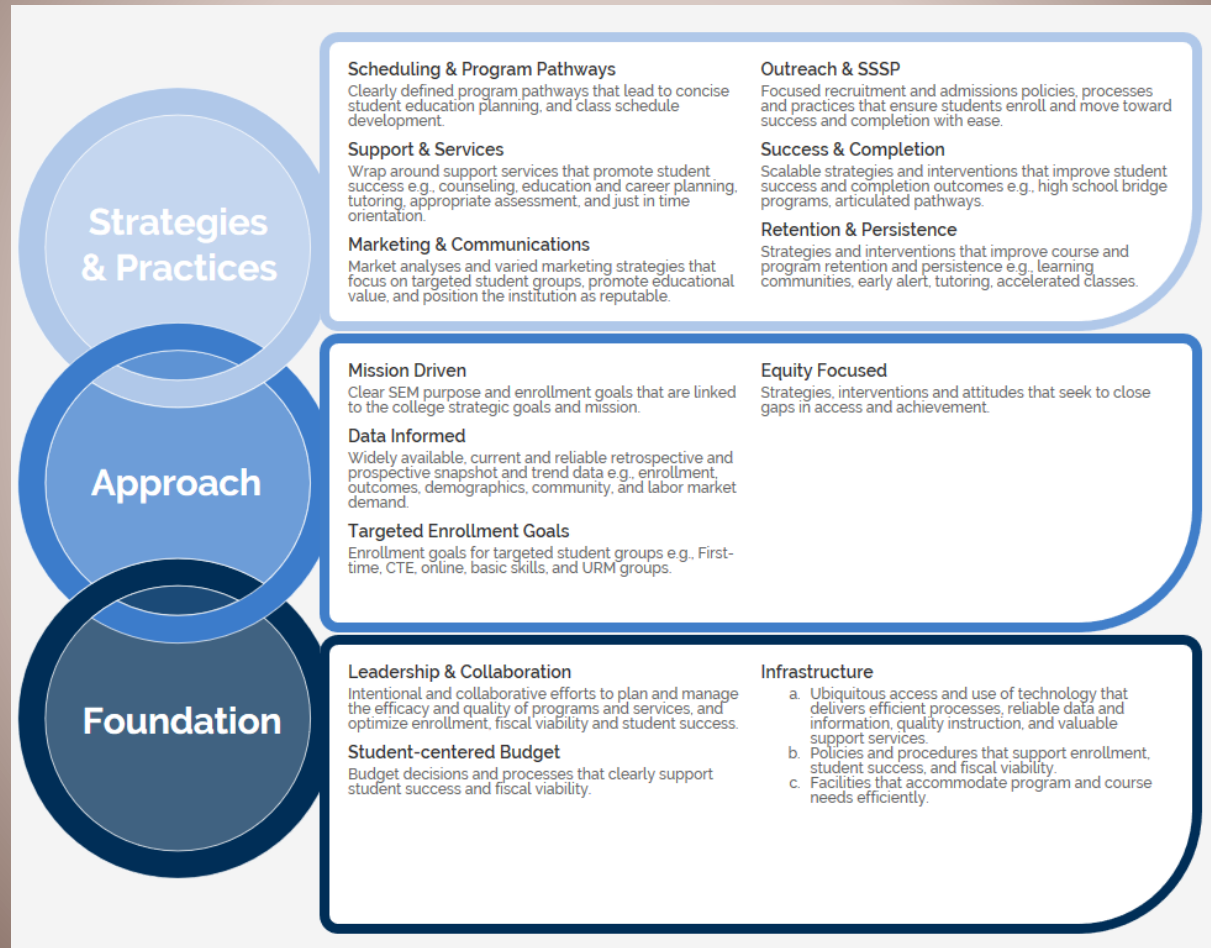
- Establish comprehensive student enrollment goals that are aligned with the college's mission and strategic plan.
- Promote student success by improving access, engagement, persistence, and completion.
- Ensure fiscal stability and viability by optimizing enrollments and integrating SEM into the college financial planning, budgeting, and allocation processes.
- Offer quality and relevant programs with clear educational pathways, course offerings, and appropriate student support.
- Implement strategies that lead to equitable access and outcomes.
- Create a data-rich environment to inform decisions and evaluate strategies.
- Design and implement communications and marketing with internal and external stakeholders to increase understanding of SEM and to meet SEM goals.
- Increase collaboration among departments across the campus to support the enrollment program.

Five Pillars of Strategic Enrollment Management (SEM)



Source: <https://visionresourcecenter.cccco.edu>, *Learning Communities as a Retention and Persistence Strategy*

Strategic Enrollment Management



Strategic Enrollment Management

SEM Program Cohort 2018-2019

City College of San Francisco

Strategies and Practices for Increasing FTES

Contra Costa College

Schedule Development

Diablo Valley College

Improving Equitable Participation, Retention, and Completion in STEM

East Los Angeles College

SEM Plan

Evergreen Valley College

Redesigning Class Schedule to Meet Needs of ADT Students

Gavilan College

SEM Plan and Guided Pathways

Grossmont College

Integrated EM Plan

Lake Tahoe College

Enrollment Management and Class Schedule

Laney College

Smart Pathways and Effective Enrollment Design (SPEED)

Long Beach City College

Student-centered Scheduling Redesign and Improved Room Utilization

Los Angeles Southwest College

Increase Success and Completion through Guided Pathways

Merced College

Holistic/Integrated SEM Approach: Data Tools and Research

San Jose City College

Setting Enrollment Goals, Analyze Student Demand

West Hills College Coalinga

WHCC Handbook and Canvas Training

West Los Angeles College

Marketing, Outreach, Scheduling, Retention, and Success Practices

Program Organization



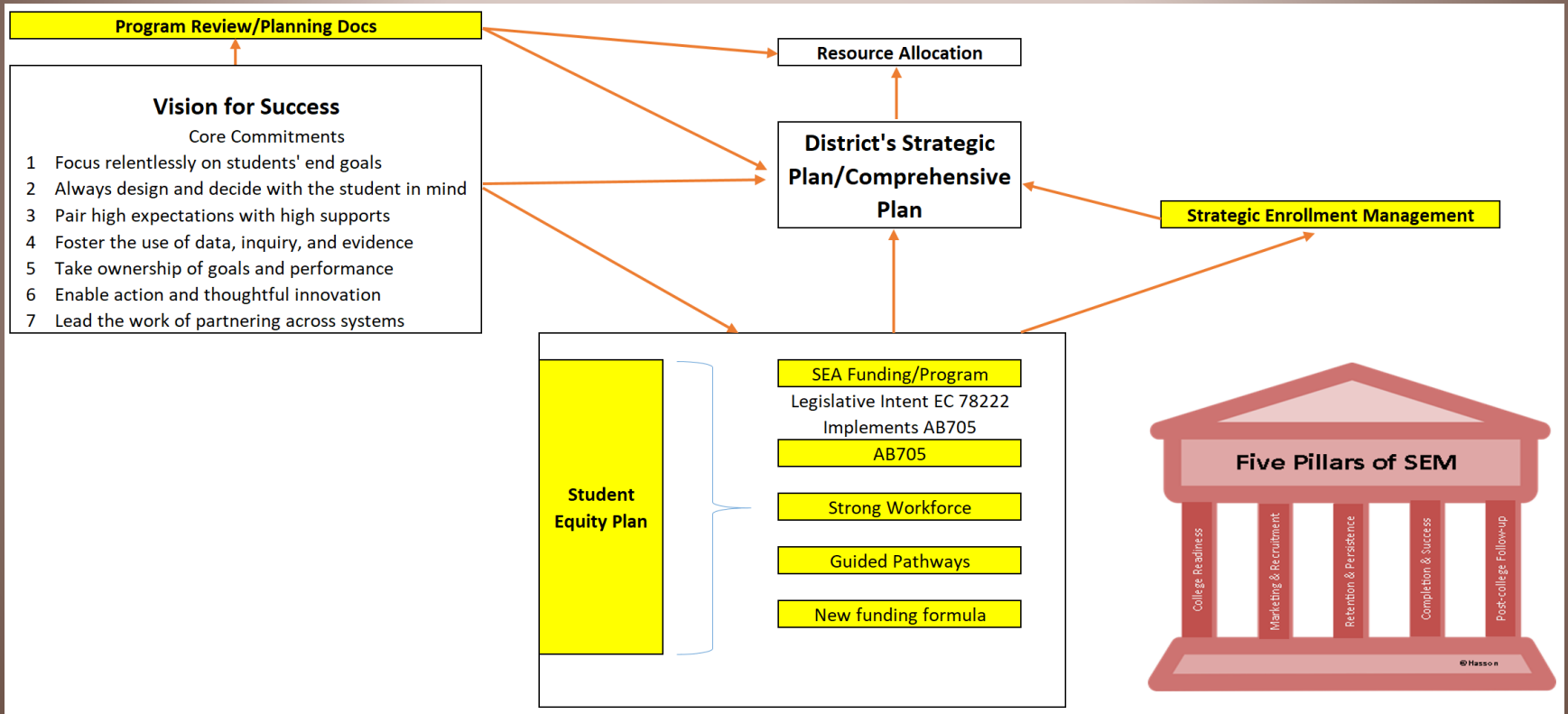


Strategic Enrollment Management

Current Promising Practices

- **Cuyamaca College, Math Pathways: Developmental Education Reform**
 - Goal to “annihilate the achievement gap”
 1. Intermediate algebra with concurrent-enrollment support
 2. An accelerated PreStatistics course or Stats course with concurrent-enrollment support
 3. Intermediate Algebra
 4. A transfer-level math course with concurrent-enrollment support
 - Activity-based math classrooms with contextualized teaching & learning; focus shifts from teacher to the learner
- **Kern CCD, Weekly Enrollment Updates sent to District Leadership including:**
 - A brief description of activity (headcount, enrollments, and FTES) since the previous update
 - A summary of productivity with a comparison to the previous year
 - Information on fill-rates, average students per section, waitlists and low enrollment sections
- **Foothill, Go2Foothill Online Orientation**
 - Different than other online orientations in that it is completely delivered by students and does not involve administrators, faculty or staff talking at students. Instead, students present the information adding their own experiences. The student-to student format is engaging and focuses on what students really need to know.
- **LA City College, Zero-based Scheduling**
 - Targets set and once FTEF is determined, Dean of IE allocates the FTEF to each dept based on agreed upon model
- **De Anza College, Cluster Analysis for Enrollment Planning**
 - Two-step cluster analysis using both categorical and continuous data and use them to separate individuals into groups, called clusters

Integration of Initiatives





Strategic Enrollment Management Resource Guides

- 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](#)
- Training
 - [Developing a Strategic Enrollment Management Academy for 2019](#)

<https://visionresourcecenter.cccco.edu/ask/topic/sem>