**Enrollment Planning Guidelines**

When a department or program is planning for enrollment the following should be considered in order to maintain access and equity serving students in a manner that they can complete their academic goals in an efficient manner

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| **Planning** |
| Considerations  | Measures |
| Budget | FTEF, FTES targets |
| Scheduling | Data Analysis |
| Review of Institutional Priorities, Strategic Plan |  |
| Review of Program/Department mission, values, Vison | Program Review |
| Communication and feedback | Multi-level communication |

Important components of planning for enrollment should include the following

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| **Component** | **Steps** | **Measure** |
| **Communication** | * Department Meetings
* Chair Meetings
* Instructional Cabinet/Services Council
* Dean/chair monthly meetings
 | * Academic Senate reports
* Chair of chair reports
* IC reports
* ISC reports
* School meetings
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| **Data Analysis** | * Quantitative
* Qualitative
 | * Research requests
* Research Committee Reports
* Surveys and focus groups
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| **Support** | * Marketing
* Publicity
* Counseling
* Student Services
 | * Website
* Brochures
* Advertisements
* Campus Events
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| **External Factors** | * Accreditation requirements
* Publicity
* Grant Funding
* MOUs
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