**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

|  |  |
| --- | --- |
| **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

|  |  |  |
| --- | --- | --- |
| **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 |
| **Data Analysis** | * Quantitative * Qualitative | * Research requests * Research Committee Reports * Surveys and focus groups |
| **Support** | * Marketing * Publicity * Counseling * Student Services | * Website * Brochures * Advertisements * Campus Events |
| **External Factors** | * Accreditation requirements * Publicity * Grant Funding * MOUs |  |