

## ENROLLMENT MANAGEMENT COMMITTEE OBJECTIVES

### CURRENT (2020):

- Review alignment of class schedule with college mission including using data to summarize types of offerings by category
- Identify data and information that indicate student demand for courses and programs
- Review marketing and targeted outreach and make recommendations on all aspects of college function that affect enrollment and growth
- Develop strategic enrollment management principles and priorities
- Identify enrollment priorities and guiding principles to guide budget decisions

### SUGGESTED CHANGES (WITH TRACKING):

- Review alignment of class schedule with college mission to develop strategic enrollment management principles and priorities to guide budget decisions.
- Use data and information that indicate student demand for courses and programs to prioritize course and program offerings, especially seeking to close the opportunity gaps for Black students and other underserved populations.
- Make recommendations on all aspects of college function that affect enrollment and growth, including marketing, targeted outreach, and registration processes.

### SUGGESTED CHANGES (WITH ALL CHANGES ACCEPTED):

- Review alignment of class schedule with college mission to develop strategic enrollment management principles and priorities to guide budget decisions.
- Use data and information that indicate student demand for courses and programs to prioritize course and program offerings, especially looking to close the opportunity gaps for Black students and other underserved population.
- Make recommendations on all aspects of college function that affect enrollment and growth, including marketing, targeted outreach, and registration processes.