

SAN DIEGO MESA COLLEGE

Enrollment Management

PCAB Presentation:

Strategic Enrollment Management Plan

May 16, 2023

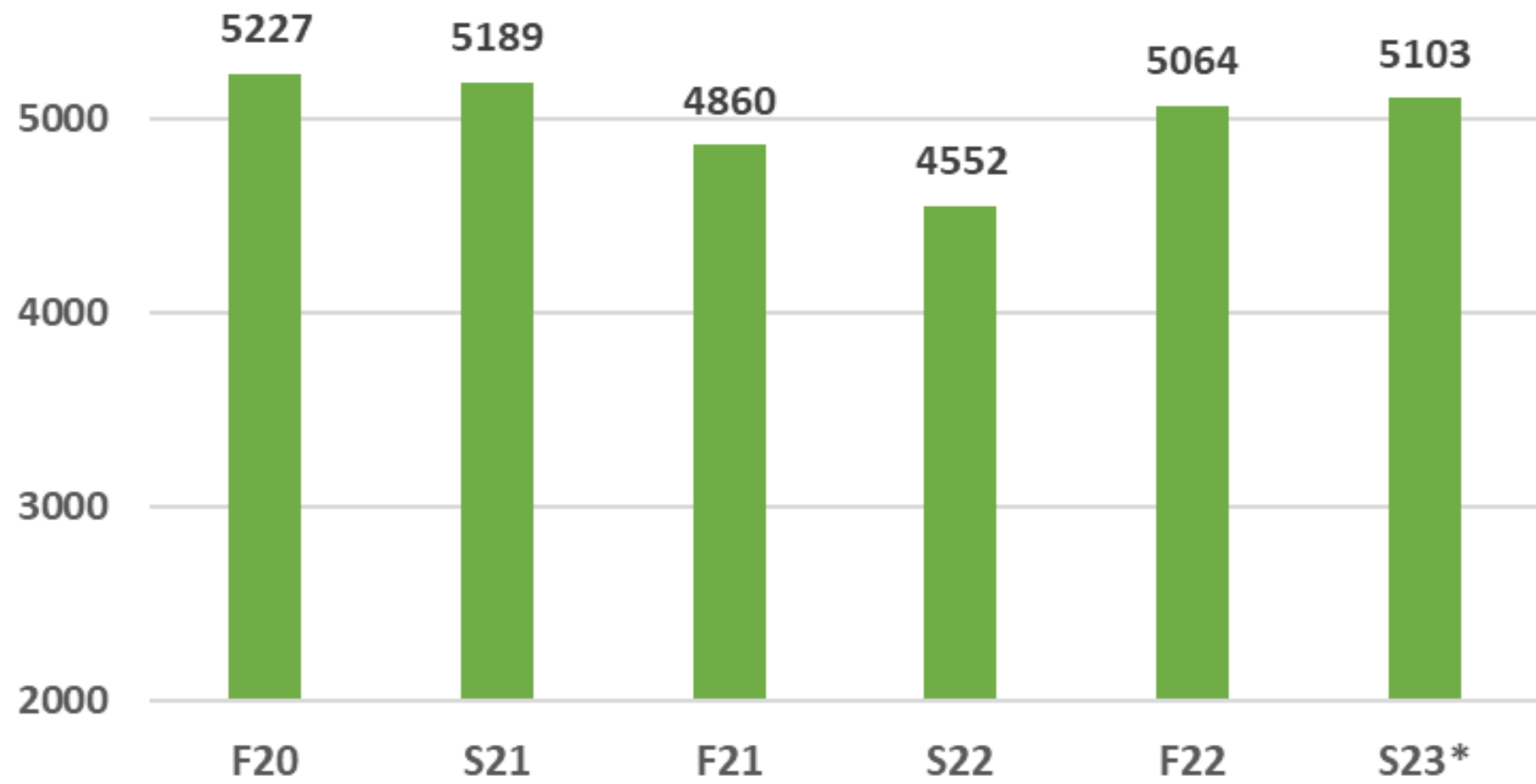
Outline

- The Why: Vice-President of Instruction: Dr. Isabel O'Connor
 - Objectives and Deliverable
 - Strategic Enrollment Management Plan Overview
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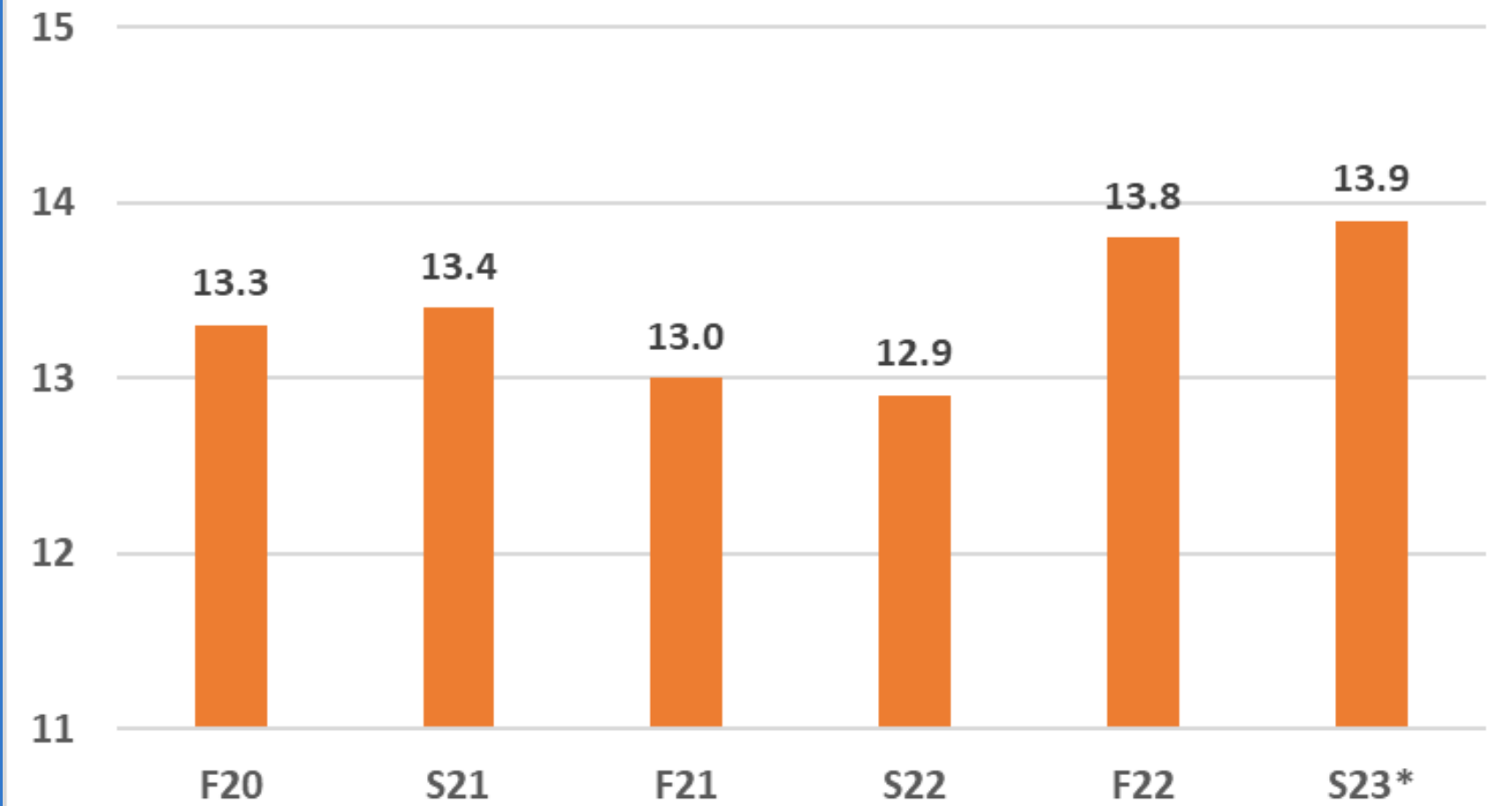


The Why

Mesa FTES Fall and Spring Terms



Mesa Productivity Fall and Spring Terms



Objectives

Original: Create a student-centered schedule that is predictable, responsive, efficient, and supports student success, completion, and equity outcomes.

Updated to also include: Approach enrollment management with an intentional focus on the FTES, Supplemental, and Student Success factors of the Student-Centered Funding Formula (SCFF).

Deliverable

By May 2023, the Enrollment Management Work Group will develop a collaborative, innovative, and student-centered Strategic Enrollment Plan for San Diego Mesa College



EM Subgroups and Members from across the College:

Tri-Chairs

- Isabel O'Connor, Vice President of Instruction
- Donna Budzynski, Chair of Chemistry
- Pearl Ly, Dean of Social/Behavioral Sciences & Multicultural Studies

Education Subgroup

- Jill Moreno Ikari, Chair, Committee of Chairs, Professor of English (Lead)
- Linda Hensley, Dean of Humanities (Lead)
- Ailene Crakes, Dean of Student Development (Lead)

Partnerships and Innovation

- Gabriel Adona, Professor of Counseling and Personal Growth (Lead)
- Andy MacNeill, Dean of Learning Resources and Academic Support (Lead)
- Brian Lesson
- Daneila Bruckman
- Gina Abbiate
- Holly Jagielinski

Scheduling Practices Subgroup

- Donna Budzynski, Chair of Chemistry (Lead)
- Leslie Shimazaki, Dean of Arts and Languages (Lead)
- George Ye
- Ivonne Alvarez
- Laura Mathis
- Mary Toste
- Michael Brown
- Nellie Dougherty
- Tina Recalde
- Tonya Whitfield

Enrollment Management Tools Subgroup

- Todd White, Associate Professor of Microbiology (Lead)
- Pearl Ly, Dean of Social/Behavioral Sciences & Multicultural Studies (Lead)
- Bridget Herrin
- Dina Miyoshi
- Ian Duckles
- Jennifer Synder
- Juan Bernal
- Michael Harrison
- Monica Romero

- Paula Gustin, Professor of Chemistry (Lead)
- Jeaneal Davis
- Irena Stojimirovic
- Howard Eskew
- Nicholas DeMeo

EM Subgroups and Members from across the College:

Environmental Scan

- Nancy Cortes, Research and Planning Analyst (Lead)
- John Crocitti, Academic Senate President and Professor of History (Lead)
- Ryan Shumaker, Dean of Exercise Science, Health Education, Dance, and Athletics (Lead)
- Anar Brahmbhatt
- Chris Waters
- Erica Olmos
- Jessica Sardo
- Lorenze Legaspi
- Marisa Alioto
- Pegah Motaleb
- Rachel Russell
- Todd Curran

Marketing, Communication, and Outreach

- Danica Moore, Assistant Professor of Chemistry (Lead)
- Alex Berry, Associate Dean of Career Technical Education (Lead)
- Jennifer Kearns, Director of Communications (Lead)
- Christina Sanchez-Volatier
- Fatemeh Chadegani
- Karla Trutna
- Mary Gwin
- Michael Fitzgerald
- Nathan Resch
- Shelee Lyon
- Tracy Mumby

Equity and Student Success

- Cynthia Rico, Professor and Department Chair of Counseling (Lead)
 - Denise Rogers, Professor of Art History (Lead)
 - Leticia Diaz, Acting Dean of Student Success and Equity (Lead)
 - Amanda Hernandez
 - Carlynne Allbee
 - Jennifer Carmichael
 - Ken Kuniyuki
 - Lisa Burgert
 - Mariam Kushkaki
 - Ruth San Filippo
 - Sohath Zamira Yousseff
 - Tasha Frankie
 - Toni Parsons
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Overview: San Diego Mesa College Strategic Enrollment Management Plan 2023–2026

- Introduction
- Mesa's Mission, Vision, Values
- Mesa 2030 and Guided Pathways
- Glossary
- Environmental Scan
- Legislation and Fiscal Considerations
- Smart Goals

Spring 23

- Goal: Develop the Strategic Enrollment Management Plan
 - Used template from Berkeley City College for SEM Plan
 - Each sub-group drafted Smart Goals
 - Smart Goals “rearranged” to better reflect Mesa operations
 - Feedback and more Smart Goals developed by impacted departments
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Mesa Strategic Enrollment Management

Guiding Principles

- Equity and excellence guide our work
 - Prioritize students' success and retention
 - Paradigm shift for new direction with support
 - Embrace innovation
 - Evidence-based decision-making
 - Promote departmental and campus collaboration
 - Exhibit fiscal responsibility
 - Focus on long-term viability
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Key Findings from Environmental Scan

- By 2030, District wide population growth projected
 - 20-24 ages ~16% and 25-29 ages by ~28%
 - Latinx and AAPI also projected to increase
 - By 2025-2026, ~5% projected decrease in SD County high school students
 - Reasons affecting student enrollment decisions
 - Prioritizing work
 - Affordability, modality, mental health, and dependent care
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Legislation and Fiscal Considerations

- AB 928: Intersegmental GE Pathway (CalGETC)
 - AB 1111: Common Course Numbering
 - Student Centered Funding Formula
 - Base (enrollment)
 - Supplemental (Promise, Pell, AB 540)
 - Student Success (outcomes including completion, transfer, Math/English first year, 9+ CTE units, regional living wage)
 - Many districts face "fiscal cliff" in 25/26 when key hold harmless provision set to expire
 - HEERF funding expires June 2023
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SEMP SMART Goals and Actions

A) Strategic Scheduling of Classes

B) Strategic Outreach

C) Strategic Marketing

D) Student Services

E) Equity Minded Practices

F) Professional Development

*Mesa and SDCCCD Collaboration Opportunities



Smart Goal Examples



Actions	Alignment with Existing Plans/Initiatives		Responsible	Goals/ Deliverables/Assessments	Year		
	*Mesa 2030	*Mesa Pathways			23-24	24-25	25-26
Form a focus group for Review of Scheduling Time Blocks	St 3	1, 3	District, Enrollment Management Work Group	Gather data on time block usage. Update scheduling time block document (previous document is over 10 years old).		x	x

Smart Goal Examples



Actions	Alignment with Existing Plans/Initiatives		Responsible	Goals/ Deliverables/Assessments	Year		
	*Mesa 2030	*Mesa Pathways			23-24	24-25	25-26
Reduce processing time for approval of Veterans worksheets	Comp 1, Comm 1	2, 3	Veterans Services Team	Assessed by monitoring data on processing times.		x	x

Enrollment Management Committee

- Proposed Participatory Governance Group
 - Purpose: To implement the collaborative, innovative, and student-centered three-year SEMP.
 - Accountability: District Enrollment Management Targets, annually review/assess/update SEMP goals
 - Goals: college-wide collaboration, increase enrollment, student retention/completion, utilize data and best practices
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Mesaning Enrollment Manage

The Mesa Enrollment Management Team

Spring 2023 Convocation

01/26/2023



THANK YOU!