SAN DIEGO MESA COLLEGE

Enrollment Management

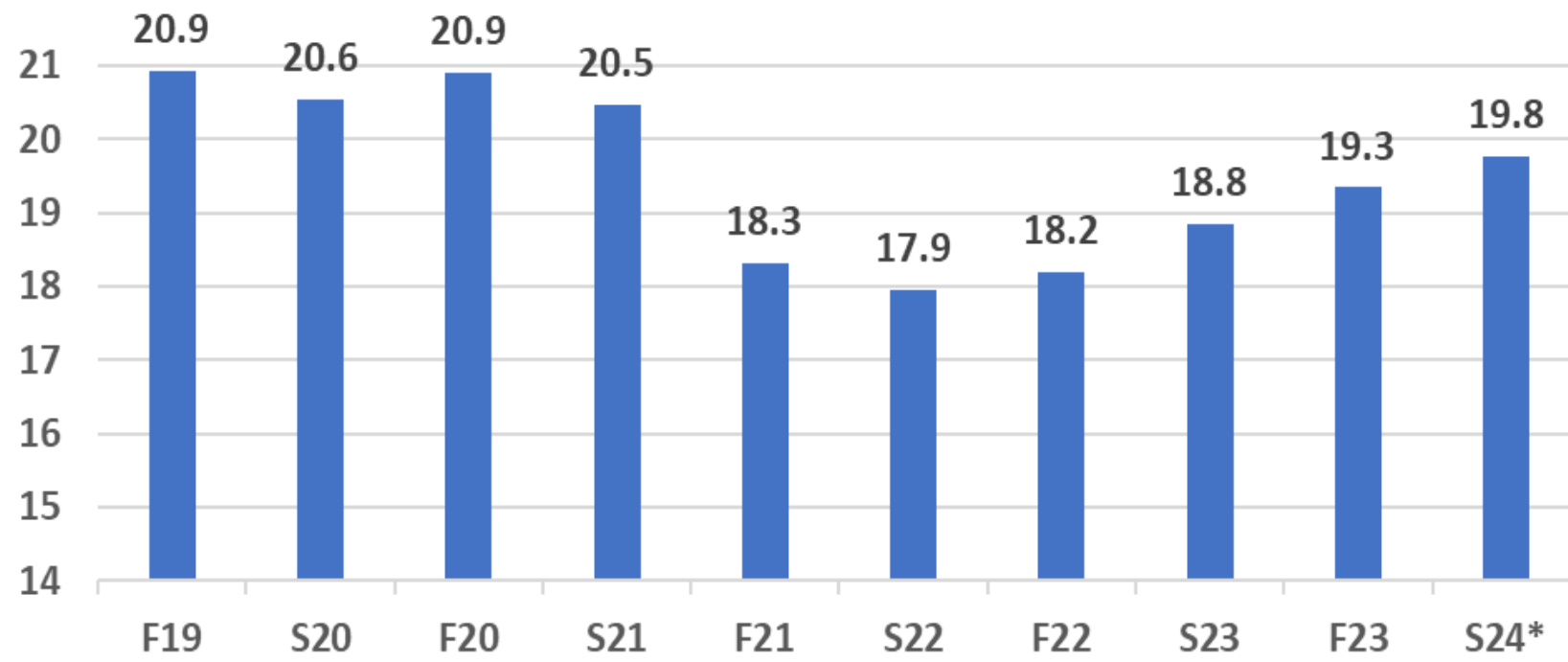Spring 2024 Kickoff
Feb. 2, 2024 11:00 am – 1:00 pm

Today's Agenda:

- Opening Remarks: VPI Isabel O'Connor
- EM Data Overview
- EM Committee and Strategic Enrollment Management Plan (SEMP) Overview: Donna Budzynski
- Spring 2024 Priorities: Donna Budzynski, Ailene Crakes, Linda Hensley, Ryan Shumaker, Mary Toste
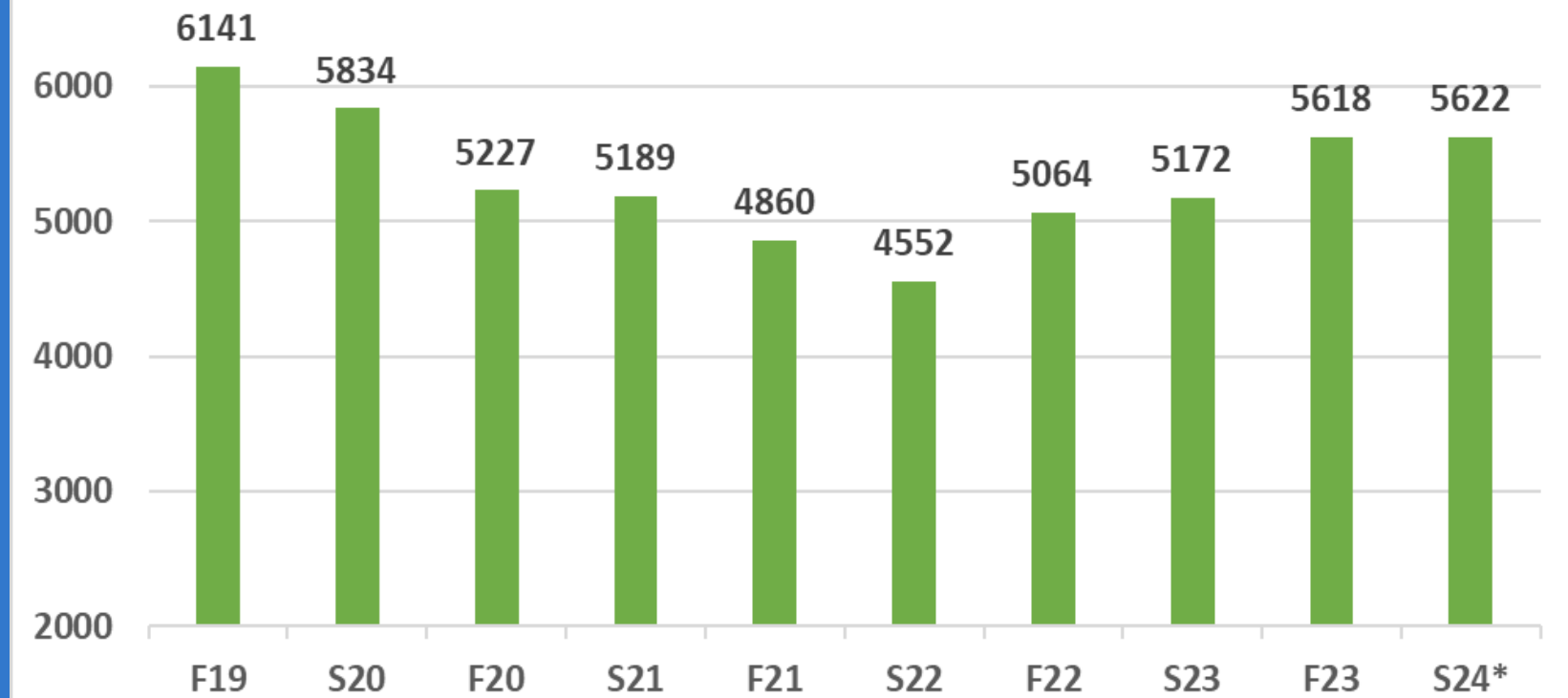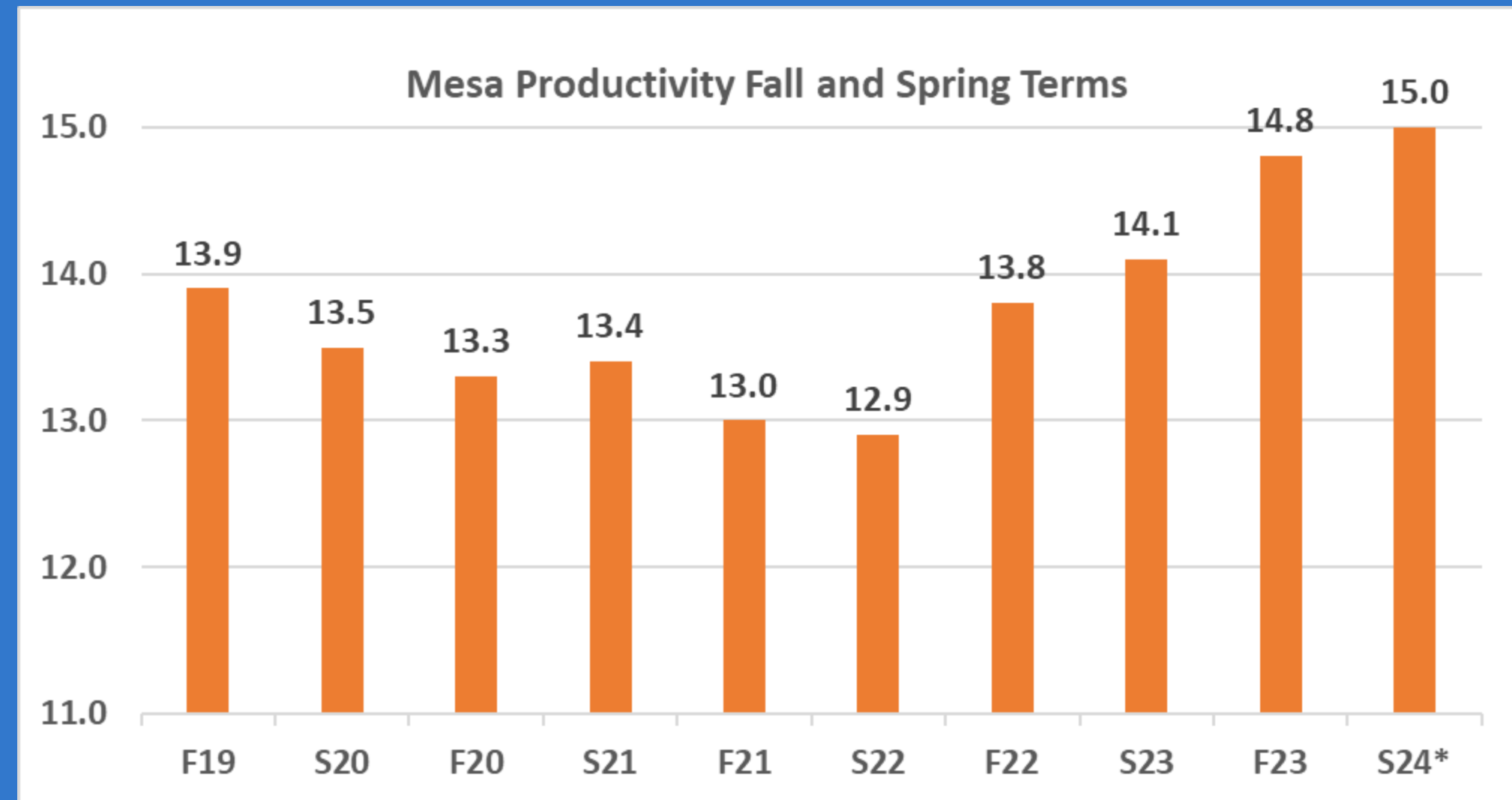- Breakout sessions

VPI Isabel O'Connor

Mesa Headcount in Thousands Fall and Spring Terms

Term	Headcount
F19	20.9
S20	20.6
F20	20.9
S21	20.5
F21	18.3
S22	17.9
F22	18.2
S23	18.8
F23	19.3
S24*	19.8

Mesa FTES Fall and Spring Terms

Term	FTES
F19	6141
S20	5834
F20	5227
S21	5189
F21	4860
S22	4552
F22	5064
S23	5172
F23	5618
S24*	5622

Enrollment Management Committee

- Participatory Governance Group approved by PCAB in Fall 23
- Purpose: To implement the collaborative, innovative, and student-centered three-year SEMP.
- Implementation of Plan:
  - Prioritize Actions
  - Monitor progress

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

SEMP SMARTE Goals and Actions

A) Strategic Scheduling of Classes

B) Strategic Outreach

C) Strategic Marketing

D) Student Services

E) Equity Minded Practices

F) Professional Development

45 Total

*Mesa and SDCCD 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
Increase number of Dual Enrollment courses with SDUSD partners	PP 2	1, 3	Dual Enrollment dean, Dean, Chairs	Coordinate with high schools to design intentional pathways leading to certificates. Increase the number of college credits completed while in high school.	x	x	x

Spring 2024 Priorities:

1. **_Donna_**: Review results of campus scheduling practices survey and develop best practices for campus scheduling
   - ➢ Room BT 107
2. **_Ailene_**: Increase short-term course where pedagogically appropriate and where there is student demand
   - ➢ Room BT 108
3. **_Ryan_**: Provide a broader understanding of enrollment management concepts and shared language across the college
   - ➢ Room BT 109
4. **_Mary_**: Develop and offer training for deans and chairs for EM tolls and how they can be used for schedule builds and maximizing FTES
   - ➢ Room BT 110
5. **_Linda_**: Increase number of dual enrollment courses