

Rio Hondo College Enrollment Management Plan 2020-2023

The Rio Hondo College enrollment management team developed overarching enrollment management goals and initiatives necessary to meet the mission of the college and best serve our communities. The team reviewed and updated the 2016 Enrollment Management Plan with special attention to the student-centered funding formula and student success metrics. Moreover, the team relied on the college planning process to ensure the enrollment management plan is aligned with the college Mission, Educational Master Plan, Institutional Goals, Guided Pathways and Equity. To this end the team developed three strategic goals linked to three major strategies: recruitment, retention, and completion.

The plan demonstrates the college's promise to ensure our communities have access to higher education leading to socio-economic mobility. The strategies identified below demonstrate the engagement and commitment of all campus constituencies. The plan strengthens partnership, collaboration, and communication between Student Services and Academic Affairs to improve student retention and completion.

Rio Hondo College Mission

Rio Hondo College is committed to the success of its diverse students and communities by providing dynamic educational opportunities and resources that lead to degrees, certificates, transfer, career and technical pathways, basic skills proficiency, and lifelong learning.

Institutional Goals

1. Students will achieve their educational goals.

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Enrollment Management Goals

Strategic Goal 1: Use data to inform decisions across all college operations to support enrollment, recruitment, retention, and completion.

Initiative #1.1: Utilize data (student, labor market, community demographic, etc.) for planning, projecting, and monitoring college enrollment aligned with the student-centered funding formula.		
Proposed Action Plan	Timeline	Responsible Area
a) Develop enrollment targets by program, satellites, instructional modality, and dual enrollment.	Spring/ Fall 2020	VPAA
b) Provide training about how to effectively use data, i.e. labor market data and employment outlook.	Ongoing	Dean IRP
c) Develop projection models and targets for each student-centered funding formula metric.	Spring 2020	VPFB

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Strategic Goal 2: Develop protocols and practices to support effective course and program scheduling.

Initiative #2.1: Develop common practices for schedule production and evaluation of college performance metrics related to enrollment management (WSCH/FTEF, fill rates, use of scheduling matrix, use of waitlists, strategies for assignment of FTEF, class additions/class cancellations, etc.).		
Proposed Action Plan	Timeline	Responsible Area
a) Regularly evaluate scheduling for student ease, accessibility, and program course sequencing	Ongoing	Academic Affairs
b) Develop Enrollment Management reports: fill rates, demand lists, success rates, efficiency, etc.	Fall 2019/Spring 2020	Director IT
c) Develop scheduling process including block schedule, cross-curricular schedules to ensure completion, room capacity management, and scheduling driven by student education planning.	Winter 2020	Academic Affairs
d) Implement systems to audit educational plans and degree audit.	Fall 2020	Student Services
e) Develop growth and reduction guidelines for courses and programs of study.	Fall 2020	Academic Affairs

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Initiative #2.2: Create an enrollment management structure.		
Proposed Action Plan	Timeline	Responsible Area
a) Provide regular reports to the Planning and Fiscal Council.	Ongoing	VPAA
b) Develop a manual of enrollment management procedures, definitions, and information.	Spring/Summer 2020	Academic Affairs

Strategic Goal 3: Develop marketing campaigns that support campus community and strengthen partnerships with local communities to support/enhance recruitment.

Initiative #3.1: Implement a college-wide marketing campaign targeting prospective students.		
Proposed Action Plan	Timeline	Responsible Area
a) Brand and market college areas of interest.	Fall2020	Director Marketing
b) Create clear communication and guidance on the procedures to become a Rio Hondo College student	Ongoing	VPSS
c) Enhance K12 partnerships by adding academic component to Outreach (i.e. recruitment for MESA, TRIO, EOP&S, SHP, FYS in high schools, not after students arrive at RHC)	Ongoing	VPSS
d) Promote a customer friendly website and campus environment.	Ongoing	Director Maketing