Enrollment Management Vision:

_Pima Community College will develop our students and our community by providing innovative, relevant and effective programs and services. We will achieve this by:_

- being responsive to student and employer needs,
- embedding quality in all we do,
- welcoming all students who want to advance their knowledge,
- supporting students as they work to achieve their educational goals, and
- identifying and eliminating barriers to student success.

The plan is a living document to be reviewed annually by the Enrollment Management Council.

In addition, there will be an evaluation of persistence and retention goals submitted to the Higher Learning Commission after one year and adjusted appropriately.

Strategies will be addressed and implemented in partnership between campuses and district departments.

**Strategic Direction 1. Improve student persistence, retention and completion.**

1.1 Student development leaders at campuses and district office will identify and implement processes to improve student persistence, retention and completion.

1.2 Campus, district leadership and faculty will strengthen Program Review process to include an evaluation of program relevancy and viability.

1.3 Campus and district student services will research reasons why students drop and implement solutions for decreasing student drops.

1.4 District business systems will front load the graduation fee.

1.5 Curriculum and information technology will explore and develop a plan to automatically award degrees and certificates.

1.6 Campus and district student services will establish and implement a process for communication to all students as they approach award completion.

1.7 Campus and district instruction will provide a guaranteed schedule.
1.8 Campus and district instruction will develop a system to ensure quality of instruction for all delivery modalities.

1.9 Campus and district instruction will explore and implement effective course scheduling based on market data and benchmarking national best practices and peer institutions.

1.10 Campus and district student services will design and implement mandatory customer service training for all frontline staff to ensure a focus on student success and retention.

Completion Date: August 1, 2017

**Strategic Direction 2. Establish a comprehensive and effective outreach and recruitment program.**

2.1 Enrollment management and campuses will implement a customer relations management system that will enable the College to track prospective students from the point of contact through program completion.

2.2 Enrollment management and campuses will determine effective outreach and recruitment strategies based on the needs of prospective students.

2.3 Based on current resources, future strategies and efforts, determine the College’s optimum enrollment.

2.4 Outreach and recruitment and community campus will develop and implement strategies to enhance and support the transition of adult education students to degree seeking students.

2.5 Marketing, web services and media production will create and implement a branding and imaging campaign.

Completion Date: August 1, 2016

**Strategic Direction 3. Develop and utilize a data analysis model.**

3.1 Improve engagement between planning and institutional research and campuses to ensure the College is providing necessary information.
3.2 Planning and institutional research will identify critical trend data on admissions and enrollment yield, term to term and fall to fall continuance, developmental education completion, gateway course completion and other national measures, and regularly provide 3 to 5 year trend analysis to College leadership.

3.3 Planning and institutional research will develop Pima Community College specific dashboards for decision makers at various levels so similar levels of decision makers use common goals and data in their work.

Completion Date: December 15, 2015

**Strategic Direction 4. Ensure policies, practices and procedures support student success.**

4.1 Campuses and district departments will evaluate comprehensive recommendations from the enrollment committee policies, practices and procedures subgroup and enrollment management consultants (policy audit report) for future recommendations to Chancellor’s Cabinet.

4.2 Campuses and district departments will eliminate or change policies, practices and procedures that have a negative impact on student success and add those that do not currently exist (for example: the current purging process of registered students for non-payment).

Completion Date: July 1, 2016