



Strategic Enrollment Management Priorities 2024-27

Strategic Enrollment Management (SEM) Planning - What is it?

The goal of CGCC's SEM plan is to advance the mission of the college by growing enrollment. Our commitment to expanding enrollment is structured around equitable access, student success, and a robust collaboration with our region's diverse community, business, and education partners.

Priority Areas

1. As a designated Hispanic-Serving Institution (HSI), increase success of Latinx students
 - » Increase community participation and belonging
 - » Build trust with Latinx communities
 - » Expand Latinx enrollment
2. Develop an enrollment pipeline from K-12 to CGCC
 - » Engage College Now program participants
 - » Increase Expanded Options and Running Start
 - » Promote Early College remote learning for rural students
3. Grow Adult Basic Education
 - » Improve college transition rates
 - » Bring education to the community, including worksites
 - » Increase GED and ESOL completion
4. Align programs with regional economic development
 - » Investigate program opportunities in: agricultural tech, healthcare, behavioral health, management, IT, and clean energy
 - » Increase enrollment in career technical education
 - » Strengthen partnerships with regional economic development partners and industry
5. Explore new, expanded enrollment opportunities
 - » Launch an athletics program
 - » Investigate international student recruitment and support

Next Steps:

Tactical Enrollment Management (TEM) Planning

The college will identify specific goals and actions needed to increase enrollment in our priority areas. The TEM plan includes the following components: marketing, recruitment, instructional design, and strategies for student retention and success.

SEM Building Blocks

- » The college mission cannot be achieved without ensuring healthy enrollment and offering programs responsive to community needs.
- » SEM is a dynamic, multi-year initiative that integrates data and research, instructional and program development, innovative student services, recruitment, and marketing.
- » High quality programs, instruction, and services are key to attracting and retaining students.
- » SEM requires restructuring and refocusing existing resources toward enrollment priorities without necessarily requiring additional sources of funding.