

2016-2018
Written Strategic
Enrollment Management Plan

Enrollment Management Committee (EMC)

Committee Charge:

“To develop a process for establishing enrollment goals, to identify specific actions to be taken in order to attain those goals, and to monitor progress on reaching them with a focus on managing enrollment....Create a comprehensive, long-term plan which includes an annual assessment.”

EMC 2015-2016 Goals:

1. To provide information and educate the campus community about enrollment management concerns,
2. To evaluate and assess BC enrollment management and the processes we are using for enrollment management, and
3. To develop and publish a 3-year strategic enrollment management plan

EMC Members:

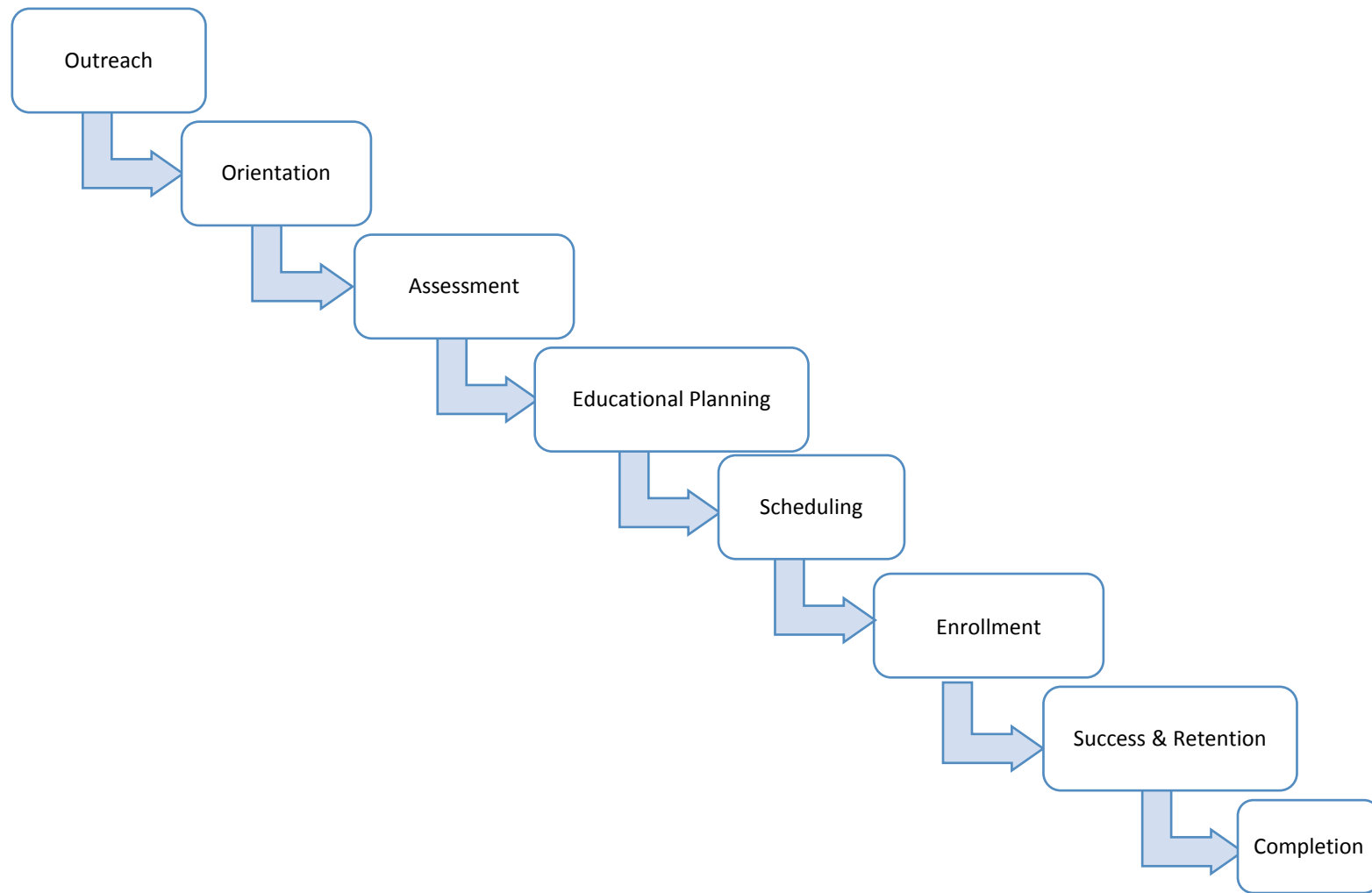
- Nan Gomez-Heitzeberg (Administrative Co-Chair)
- Mark Staller (Faculty Co-Chair)
- Steven Watkin
- Sue Vaughn
- Billie Jo Rice
- Patrick Fulks
- Phil Feldman
- Zav Dadabhoy
- Anthony Culpepper
- Grace Commiso

Static Parts of Enrollment Management Plan:

- Part 1: Explanation of the Function and Structure of the 2016-2108 Bakersfield College SEMP
- Part 2: Highlights of the 2014-2017 BC EMP and the 2015-2018 BC Strategic Directions plan
- Part 3: Guiding Principles for Strategic Enrollment Management
- Part 4: A BC Enrollment Management Flow Chart
- Part 5: An Enrollment Management Calendar/Timeline
- Part 6: Best Practices, Advice, and Warnings

Fluid Parts of the SEMP:

- Part 7: Adjustments to BC Environmental Scan and BC enrollment goals (to be updated yearly)
- Part 8: Enrollment Management Concerns and Issues (to be updated yearly)
- Part 9: Enrollment Management Action Plans (to be updated yearly)
- Part 10: Evaluation of EM Processes and Procedures (to be updated yearly)



Overall Processes

Enrollment Management Calendar/Timeline:

January:

February:

March:

April:

Best Practices/Advice/Warnings

- At the college/institutional level
- At the program level
- At the department level
- At the class/instructor level

The 2016-2018 SEMP is coming your way...

