

**BAKERSFIELD  
COLLEGE**  
1913 – 2013

**Bakersfield College  
Strategic Goals**

- Student Success
- Professional Development
- Communication
- Facilities, Infrastructure & Technology
- Oversight & Accountability
- Integration

**Bakersfield College  
Strategic Initiatives**

- Student Learning
- Student Progression & Completion
- Collaboration & Partnerships
- Fiscal Sustainability
- Engagement, Peer Learning & Study Series

**Bakersfield College  
Core Values**

- Learning
- Integrity
- Wellness
- Diversity
- Community
- Sustainability

**ENROLLMENT MANGEMENT COMMITTEE**

<https://committees.kccd.edu/bc/committee/fcdc>

March 6, 2014  
2:15p.m. – 3:30p.m.  
A-8

**A G E N D A**

- Call to Order
- Committee business
  - Review the report from the October meeting
  - Review and Recommendation of the 13-14 Workplan and Timeline
  - The Enrollment Management Plan (EMP)
    - ~ EMP components
    - ~ EMP development process
    - ~ EMP division of labor
- Reports
  - Spring enrollment update
  - High school update
  - Statewide developments
- Topic Additions and Emendations
- Good and Order

**NEXT MEETING: March 20, 2014**

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## ENROLLMENT MANGEMENT COMMITTEE

### 2014 Revised Work Plan

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#### March A

- a. Discuss data utilization in enrollment management decisions.  
Develop partnerships with data miners.
- b. Form enrollment management component development groups.
- c. Report to Academic Senate, College Council, update web site
- d. Ongoing, update web site

#### March B

- a. Develop a data integration plan for enrollment management decisions  
Sketch-out a data analytics plan to utilize data more effectively
- b. Present and discuss enrollment management plan component drafts  
Integrate enrollment management plan components
- c. Report to Academic Senate, College Council, update web site
- d. Ongoing, update web site

#### April A

- a. Design final data integration plan for enrollment management decisions
- b. Compose final recommendations for an enrollment management plan
- c. Report to Academic Senate, College Council, update web site
- d. Ongoing, update web site

#### April B

- a. Report out data integration plan for enrollment management decisions
- b. Present enrollment management plan to decision-making bodies
- c. Report to Academic Senate, College Council, update web site
- d. Ongoing, update web site