Strategic Enrollment Management (SEM) – RISE 2030

Goal 1: Provide a Culture of Care to Strengthen Student Success

Phase 1: Recalibrate recruitment and retention efforts to enhance outreach and better support students from underrepresented backgrounds

- Implement an admitted non-enrolled student questionnaire.

- Develop targeted recruitment strategies for underrepresented groups, beginning with Latino and first-generation students, with tailored messaging and support.

- Develop targeted retention strategies for underrepresented groups, beginning with Latino and first-generation students, with tailored messaging and support.

Phase 2: Expand existing student support services to improve student success

- Investigate implementing a mandatory meeting for drop and withdrawal processes to prevent unintentional drops and provide support for impacted students.

- implement mandatory orientation (in-person or online) for all new students to connect students with supportive resources early and streamline registration and academic planning.

- Optimize the use of EAB's referral system and intake surveys to identify at-risk students, automate early alerts, and streamline interventions.

- Assess the need to expand student services to include drop-in, evening, and weekend hours, and adjust as needed.

Phase 3: Identify barriers and support systems that impact enrollment to ultimately foster a culture of care

- Conduct regular surveys to assess students' basic needs (e.g., housing, food security, mental health) to inform targeted interventions and build local partnerships for wraparound services.

Goal 2: Enhance Access and Support to Meet the Needs of Adult Learners

Phase 1: Explore funding opportunities for adult learners

- Identify and evaluate internal and external funding sources to support adult learners, ensuring a balanced approach between institutional resources and outside opportunities.

Phase 2: Develop and implement an institutional strategy for the expansion of awarding credit for prior learning

- Expand institutional strategy for prior learning assessment, including the expansion of the demonstrated credit crosswalk.

- o Integrate prompts into the student intake process to help students identify relevant prior learning experiences.

- o Identify additional academic programs that would benefit from implementing credit for prior learning.

Phase 3: Increase capacity to recruit, support, and retain adult learners

- o Define segments of adult learners and develop targeted recruitment strategies with inclusive messaging that reflects diverse backgrounds and career paths.

- o Expand staff capacity to provide flexible testing and support services, including evening and weekend availability, to better serve adult learners balancing work and family obligations.

- o Continuing to increase the number of workforce education partners and programs.

- o Expand the capacity to support the retention and successful transition of Adult Education students to career and credit programs within the college.

Phase 4: Help more students bridge the gap between non-credit and credit offerings

- o Help adult learners transition smoothly from non-credit to credit programs (including short-term/certificate programs)

- o Implement bridge programs and workshops focused on skill alignment and academic preparation.

Goal 3: Redesign Processes to be More Student-Friendly

Phase 1: Simplify and shorten the onboarding and course registration processes

- o Evaluate the feasibility of live-with-an-advisor registration sessions to ensure all students have access to advice and support at the moment they register for classes.

- o Review and reduce student holds to ensure they are only applied when necessary.

- o Streamline the internal course placement process, leading to better automated communications for students.

Phase 2: Improve the student's financial experience with the institution

- o Improve student financial experience by reviewing and revising payment plans, enhancing FAFSA support, and streamlining communication on payments and course registration to reduce barriers.

- o Expand personalized FAFSA completion and scholarship application assistance, including translation services, to help students get more money for college.

- o Simplify and synchronize the Satisfactory Academic Progress and Academic Probation outreach and remediation processes so students get clear guidance on the steps needed for academic progress and restoration of financial aid.

Phase 3: Strengthen the WCC brand and develop effective student communications

- o Conduct an audit of all communications sent to students across different personas to identify and resolve points of confusion, inconsistency, and duplication.

- o Develop a strategic communication plan that prioritizes essential messaging, streamlines delivery across platforms, and establishes clear guidance for students on accessing key updates. Implement centralized communication protocols to ensure consistency and accountability.

- o Conduct a brand audit to better understand WCC's perception amongst its community and develop student personas to better market to different student populations.