

ENROLLMENT SUSTAINABILITY AND GROWTH WORKING GROUP RECOMMENDATIONS



College of San Mateo

Four Pillars of Enrollment



OUTREACH



MATRICULATION



RETENTION



COMPLETION

Outreach + Marketing and High School Engagement + Onboarding

Team Members:

Deborah Baker, David Crafts, Claudia Menjivar,
Steven Trinh, Carol Ullrich, Andrea Vizenor

Goal: Develop a county-wide outreach and engagement strategy for high school-aged students that is sequenced, includes increased visibility and availability for dual enrollment, concurrent enrollment and is designed to increase matriculation to CSM



Intended Benefit(s):

- Thoughtful communication, course options and engagement activities with and for prospective students and their families that assist in their decision of selecting CSM as their premier post-secondary education of choice
- Increases college course taking while in high school while debunking myths of community college

Measurable Outcome(s):

- Higher take-rate; students start with more transferable college course credit and persist beyond the first semester

Goal: Develop an engagement calendar (e.g., CSM Senior Year to Year One) with high schools and adult schools that support the FAFSA process and includes options for multilingual translation



Intended Benefit(s):

- Complete financial aid paperwork at all high schools and adult schools through Financial Aid Workshops on campus
- Educate parents about the financial aid process for first time college students

Measurable Outcome(s):

- Increase in FASFA and DREAM Applications
- Attendance taken at high schools and other places where Financial Aid Workshops are offered

Goal: Expand multilingual services and advertising

Intended Benefit(s):

- Increase opportunities/enrollment for multilingual learners
- Increase sense of belonging and community
- Increase retention and completion
- Enable more seamless direct/concierge service/support for multilingual learners

Measurable Outcome(s):

- Increased enrollment in ESL
- Surveyed students who have used our multilingual staff services



Goal: Market certificate programs that do not require prerequisites

Intended Benefit(s):

- Students enroll in certificate programs without barriers to entry and result in careers with living wages
- Students complete educational pathways and see the value of returning to CSM for stackable certificates

Measurable Outcome(s):

- Increased Enrollment
- Completion of 9+ Units in Pathway
- Job Placement

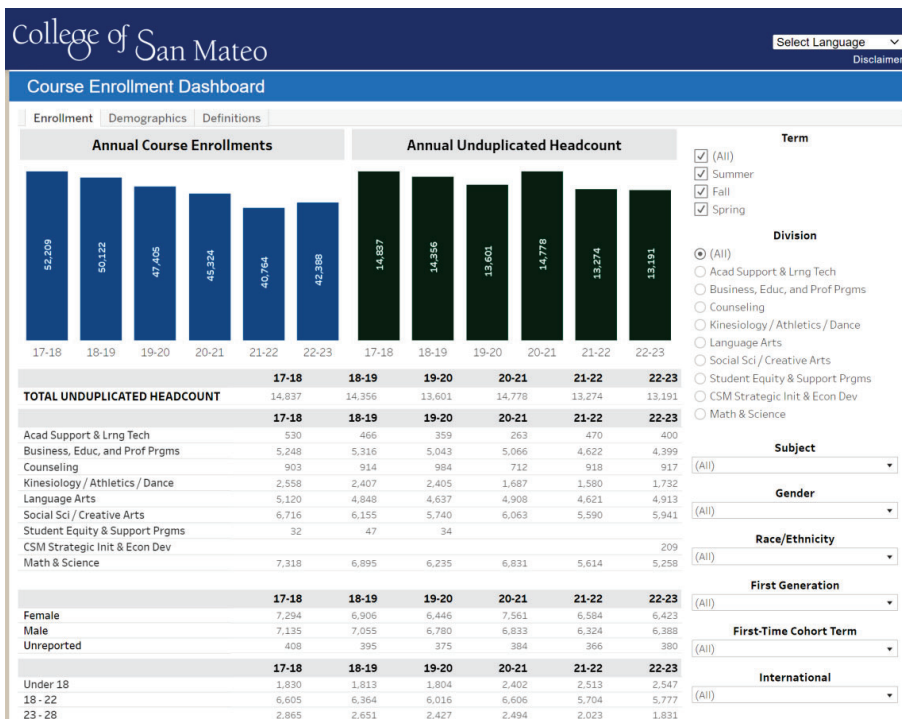


Retention + Belonging

Team Members:

Krystal Duncan, Alicia Frangos, Deborah Laulusa, Joey Martinez

Goal: Analyze institutional data to determine which students are retained and which are not and investigate cause



Intended Benefit(s):

- To provide the college with data that measures student's retention and persistence and completion rates equitably to address areas needed for growth and improvement

Measurable Outcome(s):

- Data report on retention and persistence information identifying student demographics, trends in attrition amongst student cohorts and demographics and trends in retention, persistence and goal attainment including outliers we can learn from

Goal: Assess students' sense of belonging on campus to understand where our diverse students feel they belong



Intended Benefit(s):

- To provide the college with data that measures student's belonging equitably to address areas needed for growth and improvement

Measurable Outcome(s):

- 30% completion of the survey from a diverse student demographic
- Targeted focus groups completed with traditionally underrepresented students and students identified as disproportionately impacted in our Student Equity Plan

Goal: Identify key retention practices and strategies that are currently working across student demographics and ways to scale

Intended Benefit(s):

- Combining current resources to increase the number of students impacted
- Identify best practices in retaining students, particularly our DI students identified in our Student Equity Plan
- Shift resources to fund high impact programming for targeted student populations

Measurable Outcome(s):

- Data report on current program, practices, strategies that currently are working to help retain students



Curriculum Advancement + Innovation

Team Members:

Carla Grandy, Monique Nakagawa, Tammy Wong

Goal: Create new degrees and certificates to meet (ever-changing) local workforce needs

Intended Benefit(s):

- Meeting community needs for employees
- Students are competitive for living wage jobs within their local communities
- Meet students' immediate employment needs

Measurable Outcome(s):

- Increased employment opportunities within San Mateo County
- Increased earnings post-graduation



Goal: General Education curriculum contextualized to real-world and project-based learning

Intended Benefit(s):

- Increased student engagement and skills-based learning
- Community development (both internal and external)
- Collaboration across campus
- Interdisciplinary fluency
- Increased job opportunities

Measurable Outcome(s):

- Retention and completion
- Workforce opportunities; job attainment upon completion



Goal: Update Program Review to ensure ongoing program viability

Intended Benefit(s):

- Ensuring that programs are up to date and viable to meet student and local workforce needs
- Continuous improvement and accountability for faculty and students

Measurable Outcome(s):

- Student completion increases and job attainment increases
- Consistent curriculum updates to meet accreditation standards and workforce needs



Completion/Program Mapping

Team Members:

Alex Claxton, Allie Fasth, David Lau, Arielle Smith, Chris Walker

Goal: Increase Transfer Math and English completion in Year 1

Intended Benefit(s):

- Increase student persistence and retention, completion of educational goals
- Reduce time to completion

Measurable Outcome(s):

- Increase one year throughput for gateway Math and English courses



Goal: Establish consistent time blocks for scheduling

Intended Benefit(s):

- Create clear schedule commitments to prevent multiple time blocks from being used simultaneously, allowing students to optimize scheduling with initial commitment to not cross the 11am time.

Measurable Outcome(s):

- Increase total units per semester and decrease time to completion
- Streamlined schedule with fewer course conflicts



Goal: Expand late start offerings with additional GE/major courses



Intended Benefit(s):

- Increase options for students for taking GE/major courses that start after the beginning of the semester with varied start dates from 2-8 weeks after the start of the semester

Measurable Outcome(s):

- Increase total units per semester and decrease time to completion

Goal: Improve waitlist management

Intended Benefit(s):

- Have more transparent and streamlined policies and procedures around waitlist management that are clear for faculty, students, and deans

Measurable Outcome(s):

- Having standard practice and clearer guidelines related to the waitlist life cycle; e.g., how students can add a class after the start of the semester
- Consistent practices created among faculty and department personnel responsible for supporting enrollment

