



College of the Siskiyous Strategic Enrollment Management Plan Rubric

Benchmark 1: The College has an active enrollment management committee that assists the administration with development and implementation of the Strategic Enrollment Management (SEM) Plan.

Enrollment Management Committee – Membership

Fully Meets	The Enrollment Management Committee includes the VPAA, VPSS, Institutional Researcher, Academic Deans, Special Program Directors, Academic Senate President, Faculty, Curriculum Analyst, Public Information Officer, and Admissions/Financial Aid; representatives of all of the following groups – College faculty and staff, and administration.
Partially Meets	The Enrollment Management Committee includes VPAA, VPSS, Institutional Researcher, Academic Deans, Special Program Directors, and Academic Senate President; representatives of <i>most</i> of the following groups – College faculty and staff, and administration.
Does Not Meet	The Enrollment Management Committee includes VPAA, VPSS, Institutional Researcher and a few of the persons/groups listed above – or – the College does not have an Enrollment Management Committee.

Enrollment Management Committee - Skills

Fully Meets	Most of the following “essential skills” are represented on the Enrollment Management Committee, or are otherwise accessible to the Team on an as-needed basis – expertise in finances, marketing, data collection/analysis, technology, and ability to advocate for the College.
Partially Meets	Some of the following “essential skills” are represented on the Enrollment Management Committee, or are otherwise accessible to the Team on an as-needed basis – expertise in finances, marketing, data collection and analysis, and technology, and ability to advocate for the College.
Does Not Meet	A few of the following “essential skills” are represented on the Enrollment Management Committee, or are otherwise accessible to the Team on an as-needed basis – expertise in finances, data collection and analysis, and technology, and ability to advocate for the College.

Enrollment Management Committee - Meeting Schedule

Fully Meets	The Enrollment Management Committee meets quarterly to stay on track with all timelines included in the SEM Plan. An electronic communication vehicle such as Google Docs or OneDrive is regularly used by the committee to communicate ideas between meetings.
Partially Meets	The Enrollment Management Committee meets occasionally to stay on track with most of timelines included in the SEM Plan.
Does Not Meet	The Enrollment Management Committee does not meet on a regular schedule.

*****Academic Affairs*****

Benchmark 2: The Strategic Enrollment Management Plan contains FTES and scheduling goals, strategies, action items (including persons identified as responsible for execution), a timeline for each action item, and an evaluation process.

Strategic Enrollment Management Plan – FTES/Scheduling Goals

Fully Meets	<ul style="list-style-type: none"> • The developed schedule is designed to meet FTES targets while following most of the developed program pathways to accomplish optimal enrollment and completion; while staying within budgetary constraints. • An appropriate overall core curriculum balance between noncredit, career technical education, and transfer curriculum is met. • An appropriate balance among course modalities (online, face-to-face, hybrid, video conference) as well as a balance, which meets student demand, between courses offered at the Weed and Yreka campuses. • Efficiency goal of 17.5 FTES/FTEF is met (average class size of 35). • The College’s internal Faculty Obligation Number target is met.
Partially Meets	<ul style="list-style-type: none"> • The developed schedule is designed to meet FTES targets while following some of the developed program pathways to accomplish optimal enrollment and completion. • A somewhat appropriate overall core curriculum balance between basic skills, career technical education, and transfer curriculum is met. • Efficiency goal of 10 is met (average class size of 20).
Does Not Meet	<ul style="list-style-type: none"> • The developed schedule is designed to meet FTES targets while following only a few of the developed program pathways. • Efficiency goal of less than 10 is met (average class size of less than 20).

Strategic Enrollment Management Plan – FTES/Scheduling Strategy

Fully Meets	The developed schedule contains sufficient strategies, action items, and sufficient responsible persons to execute them. A tracking tool is employed in order to accomplish scheduling/FTES goals effectively, as evidenced by growing enrollment.
Partially Meets	The developed schedule contains some strategies, action items, and responsible persons to execute them. Some of the scheduling/FTES goals are met effectively in order to maintain enrollment. A tracking tool is not used as effectively as it could.
Does Not Meet	The developed schedule contains a few strategies, few action items, and/or few responsible persons to execute them; some of the scheduling/FTES goals are accomplished.

**Strategic Enrollment Management Plan –
Timeline for FTES/Scheduling Goals, Strategies and Action Items**

Fully Meets	The schedule development process meets the timeline goals set.
Partially Meets	The schedule development process is delayed but eventually meets goals set.
Does Not Meet	The schedule development process does not meet timeline goals.

Strategic Enrollment Management Plan – Academic Affairs Benchmark Two Evaluation

Fully Meets	The SEM Plan is evaluated using this rubric and all benchmarks fulfill the “fully meets” criteria.
Partially Meets	The SEM Plan is evaluated using this rubric. Some benchmarks meet the “fully meets” criteria.
Does Not Meet	The SEM Plan is evaluated using this rubric, but few benchmarks satisfy the “fully meets” criteria, or the EMP has not been evaluated.

*****Student Services*****

Benchmark 3: The Strategic Enrollment Management Plan contains student recruitment goals, strategies, action items (including persons identified as responsible for execution), a timeline for each action item, and an evaluation process.

Strategic Enrollment Management Plan – Recruitment Goals

Fully Meets	The SEM Plan contains recruitment goals that create awareness and a positive impression of the College, and that develop a pool of prospective students that leads to growth of enrollment requiring additional personnel.
Partially Meets	The SEM Plan contains recruitment goals to attract a sufficient number of new students to maintain an enrollment that supports current personnel and programs.
Does Not Meet	The SEM Plan does not contain sufficient recruitment goals to attract a sufficient number of new students to sustain or stabilize the enrollment. Personnel and programs are vulnerable.

Strategic Enrollment Management Plan – Recruitment Strategies

Fully Meets	The SEM Plan contains sufficient strategies, action items, and sufficient responsible persons to execute them, in order to accomplish recruitment goals effectively, as evidenced by growing enrollment. All activities are recorded using a tracking tool, along with an appropriate response leading to the next step toward enrollment.
Partially Meets	The SEM Plan contains some strategies, action items, and responsible persons to execute them, in order to accomplish some of the recruitment goals effectively in order to maintain enrollment. A tracking tool is not used as effectively as it could.
Does Not Meet	The SEM Plan contains a few strategies, action items, and responsible persons to accomplish some of the recruitment goals effectively, but enrollment continues to decline. The school does not use a tracking tool.

**Strategic Enrollment Management Plan –
Timeline for Recruitment Goals, Strategies and Action Items**

Fully Meets	The SEM Plan recruitment goal/strategy/action item process meets the timeline goals set.
Partially Meets	The SEM Plan recruitment goal/strategy/action item process is delayed but eventually meets goals set.
Does Not Meet	The SEM Plan recruitment goal/strategy/action item process does not meet timeline goals.

Strategic Enrollment Management Plan – Student Services Benchmark Three Evaluation

Fully Meets	The SEM Plan is evaluated using this rubric and all benchmarks fulfill the “fully meets” criteria.
Partially Meets	The SEM Plan is evaluated using this rubric. Some benchmarks meet the “fully meets” criteria.
Does Not Meet	The SEM Plan is evaluated using this rubric, but few benchmarks satisfy the “fully meets” criteria, or the SEM Plan has not been evaluated.

*****Guided Pathways Steering Committee*****

Benchmark 4: The Admissions Process is designed to maintain contact from the first recruitment indicator through enrollment and retention (re-enrollment).

Admissions Procedures

Fully Meets	The Admissions Process is a systematic and seamless progression from the first recruitment indicator (inquiry phone call, campus visit, online application, etc.), through placement testing, transcript processing, education plan development, and enrollment. Prospective students are advised at every step regarding the continuum.
Partially Meets	The Admissions Process contains some of the components listed above. Prospective students are advised of acceptance.
Does Not Meet	The Admissions Process contains a few of the components listed above.

***** Technology Advisory Committee*****

Benchmark 5: The Marketing Plan reflects the recruitment and retention goals for each fiscal year and the strategies and actions identified to achieve them.

Marketing Plan – Communications

Fully Meets	The marketing plan provides for all of the following: a functional and interactive College website, social media, newsletters, etc., trained speakers and student ambassadors for community events and to communicate with current and prospective school families, businesses and organizations in the community.
Partially Meets	The marketing plan provides for some of the tools listed above.
Does Not Meet	The College does not have or follow a marketing plan.

Marketing Plan—Public Relations

Fully Meets	The marketing plan provides for press releases about and/or invitations to special school events, community service, and student/faculty success stories, etc. to both internal and external audiences.
Partially Meets	The marketing plan provides for some of the items listed above.
Does Not Meet	The College does not have or follow a marketing plan.

Marketing Plan-Advertising

Fully Meets	The marketing plan includes all of the following means of communication about the attributes of the College and special events: ads placed in local news outlets, on community bulletin boards, in local businesses, etc.; a high-quality, current brochure; branded spirit wear/items.
Partially Meets	The marketing plan includes some of the items listed in the “fully meets” descriptor.
Does Not Meet	The College does not have or follow a marketing plan.