Hartnell College Strategic Enrollment Management Plan 2024-2027

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Institutional Sustainability: E

Workgroup Membership

Primary focus areas					
Enrollment	FTES	Retention	Persistence		
M G	A D	R J	M F		
M C	A D	M F	M M		
B G	JG	M C	D K		
G P	R G	K L	L C		
LC	L				

	Secondary focus areas					
Dual enrollment	Adult learners	FTIC	Centers	FT/PT		
B G	L	M F	M G	L		
G P	L	L	A	M C		
K L	А	D M		JН		
	I P		G M	M M		
			G P			

Process				
Fall semester				
А		А		EM
	EM		L	
	EM			

Strategic Enrollment Management Goals and Targets

				<u>Overall</u>	
FTES and efficie	ncies				
М	FΕ				
М				FE FEF	CH F EF
FE F	EF	CH F EF			
Course retentio	n rates				
I					
Momentum					
I				E	
Fall-to-spring pe	ersistence rates	8			
I					
Representation	al equity				
E					
				Specific Populations	
Course enrollme	ents, FTES, and	lefficienciesat	the ec	lucational centers	
D	, _, _, _				
E	FΕ	К	C C	С	

M FEFEF	CH F EF	FE FEF	CH F EF
High school dual enrollment I B	CCAP F E		
First time in college (FTIC) stu I M	dents FIC FIC		
Adult learners/non-traditiona R	I students		
Full-time student enrollment I I			
Part-time student momentum I	1		
Equity E			

Themes and Strategies

- D EM
- К
- C
- D

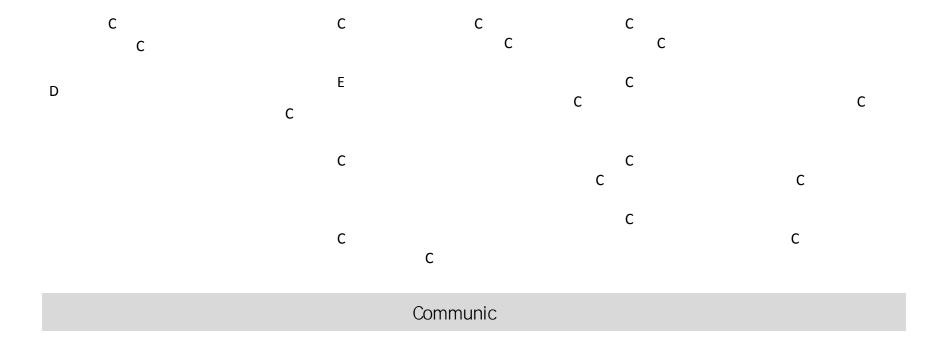
FE FEF

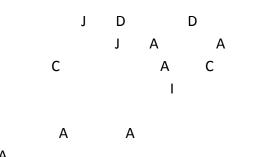
Data

Timeline

Spring 2024	Summer 2024-Spring 2025	Summer 2025-Spring 2027
	Data	
M F E	C F E	C F E
EM	EM	EM
O I R H C E	С	С
P D P D	E A R G D	В

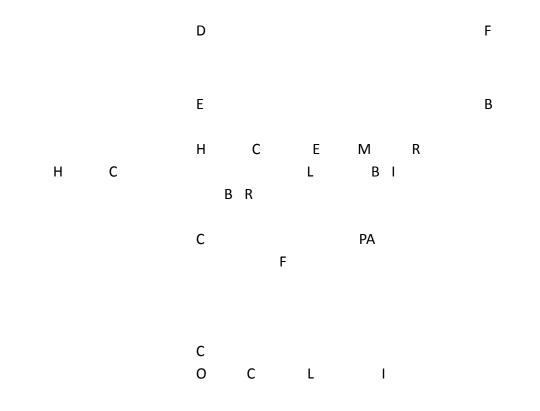
	Scheduling
D	





А

	Student Support Services				
С	E A	М	E A	М	ΕA
		С		с	
С	A L	D		С	
		D		С	
D E	D	B D E		C E	D
				E	
Connection					
С		В	с с	С	СС
	с с	E C	С	E	с с



			Staffing
Ι			
		D	
	С	?	

В	F	А
L		

B A A C A PP