

Hartnell College  
Strategic Enrollment Management Plan  
2024-2027

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# Introduction

O  
CO ID

H C

A

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	J	G	M	C	D	K
G	P	R	G	K	L	L	C
L	C	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	A		D	M			J	H
		I	P			G	M	M	M
						G	P		

# Process

Fall semester

A

EM

EM

A

L

EM

# Strategic Enrollment Management Goals and Targets

## Overall

FTES and efficiencies

M F E

M

F E F EF

CH F EF

F E F EF

CH F EF

Course retention rates

I

Momentum

I

E

Fall-to-spring persistence rates

I

Representational equity

E

## Specific Populations

Course enrollments, FTES, and efficiencies at the educational centers

D

E

F E

K

C

C



M  
F E F EF

CH F EF

F E F EF

CH F EF

High school dual enrollment

I  
B

CCAP F E

First time in college (FTIC) students

I  
M

F IC

F IC

Adult learners/non-traditional students

R

Full-time student enrollment

I  
I

Part-time student momentum

I

Equity

E

# Themes and Strategies

D EM

K

Data

C

D

F E F EF



# Timeline

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

## Scheduling

D

C C  
D C  
C E C C  
C C C C  
C C C C  
C C C C  
C C C C  
C C C C

Communic

J D D  
J A A  
C A C  
I  
A A  
A

Student Support Services

C E A	M E A C	M E A C
C A L	D D	C C
D E D	B D E	C E D E
Connection		
C C C	B C C E C C	C C C E C C



D F  
E B  
H C E M R  
H C L B I  
B R  
C PA  
F  
C  
O C L I

Staffing

I  
C D  
? ?

B F A  
L

B  
A A C  
A A