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**Enrollment Management Plan
2017-2020**
Year Two Update
April 2018

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LACC Enrollment Management Plan 2017-2020, Year Two Update

Introduction

Year Two Update to the Enrollment Management Plan (EMP) 2017-2020

- Defines our approach to enrollment, retention, and marketing
- College has experienced declines in FTES and efficiency for the past four years

Strategies for 2018-19

- No further reductions in classes
- Increase enrollments through marketing, adult education, DE, and other programs
- Improve retention and persistence through support services

Goals

Three-year plan:

- 2018-19: Increase FTES by 1,300 to 12,500 FTES at an average class size of 33
- 2019-20: 13,000 FTES (4% increase)
- 2020-21: 13,500 FTES (4% increase)

Strategies to Improve Enrollments

Marketing: 380 FTES

Implement the approved 2018-19 strategic marketing/advertising campaign

Adult Education: 200 FTES

Convert workshops to apportionment generating courses

GO Central City (LAUSD, CSULA) partnerships

Non-credit courses dual enrollments

Professional development activities

High School Equivalency Testing site

Los Angeles Hospitality Training academy

Offer family education

Strategies to Improve Enrollments

Distance Education: 150 FTES

- Launch the fully online DE degree program
- Larger class sizes and additional course offerings
- Increase the number of faculty
- Ensure balance of courses to meet student demand

Other Programs: 120 FTES

- Develop career pathways for cohorts in specific CTE disciplines
- Increase scholarship funding for STEM students

Dual Enrollment

Dual Enrollment: 100 FTES

Increase sections

AB 288 agreements

Middle schools

Professional development

Strategies to Improve Retention and Persistence

Support Services: 150 FTES

Launch Multicultural/Genderiversity Center

Implement Second Year Experience along with FYE

Implement integrated Success Coach, Center, Mentor (Peer2Peer) model

Expand ASG Leadership Academy

Implement new group counseling initiative

FYE/Co-Op Ed partnership for availability of work experience for FYE students

Outreach Strategies

Outreach and Community Engagement: 200 FTES

Increase First Year Experience (FYE) recruitment through regular joint-planning

Collaborative Outreach and Community Engagement

Counselor to College Summit and Principal's Breakfast

City Promise Days

Counselor/advisor bulletin

High School to College Transition program

Expand orientation support

Scheduling Strategies

Senate (EPPIC) recommendations on high cost departments & low efficient programs
Class limit policy
Zero-based scheduling for primary terms
“Power Scheduling” for intersessions

Outcomes

Improve efficiency in average class size in alignment with the District Strategic Plan
Increase degree and certificate completions

Summary of 1,300 FTES

Marketing (380 FTES)

Adult Education (200 FTES)

Distance Education (150 FTES)

Other programs (120 FTES)

Support Services (150 FTES)

Outreach and Community Engagement (200 FTES)

Dual Enrollment (100 FTES)

Scheduling Strategies (improve efficiency)