Mission and Purpose

The Enrollment Management Committee (EMC) is responsible for overseeing a comprehensive planning process designed to achieve and maintain the optimum recruitment, attainment, and retention of students. It enables the fulfillment of institutional mission and students’ educational goals. Enrollment Management is a broad term that captures the various processes involved in a student’s involvement with the college including marketing/outreach, recruitment, application, admission, registration, enrollment, financial aid, student persistence, re-enrollment, completion, graduation, and transfer, transition or employment.

The EMC will be responsible for developing and maintaining an Enrollment Management Plan that describes a comprehensive and coordinated process that enables NVC to identify enrollment goals that support the mission of the college. These goals need to be tied in with the strategic plan, they need to serve our community, and need to be based on sound financial assumptions. The process of enrollment management provides the framework necessary for the College to attain its goals through the effective integration of administrative processes, student services, academic offerings, appropriate marketing/outreach and data analysis.

Reporting Structure

The Enrollment Management Committee is a District committee that reports to the Council of Presidents.

Charge: (responsibilities, tasks)

1. Recommend clear annual enrollment and FTES goals to fulfill institutional mission.
   a. Identify data and measurable objectives needed to review attainment of goals.
   b. Develop a process to provide recommendations on the attainment of annual enrollment goals.
2. Investigate options and analyze factors impacting student access, retention, persistence, and completion.
3. Review and recommend updates and addenda to the Marketing and Communications Plan.
4. Increase collaboration and make recommendations to maximize resources (including personnel, joint marketing/outreach, and promotional communications) among departments across the campus to support the enrollment program.
   a. Monitor the progress of achieving the components and goals of the Enrollment Management Plan.
   b. The plan would be guided by
      i. Educational Master Plan
      ii. Distance Learning Plan
      iii. Outreach and Recruitment Plan
      iv. PEP and Unit Plans
      v. Facilities Master Plan
      vi. Technology Plan
      vii. Marketing & Communication Plan
6. Design effective strategies related to information systems, curriculum and educational programs, course scheduling, student services, recruitment, student intervention, and marketing for accomplishing successful enrollment management.

7. Analyze opportunities and provide recommendations on matters impacting registration, enrollment, scheduling, and student success.

8. Provide recommendations and strategies to the appropriate areas for the scheduling component of the plan.

9. Establish enrollment goals so departments can take actions to achieve enrollment targets.

10. Educate the College Community on the role each area plays in the enrollment management process at the college.

11. Develop annual Enrollment Management and Retention Action Plan that includes yearly enrollment management and retention assumptions and goals.

12. Make recommendations to Instruction Council and the Vice President of Instruction in regard to the allocation of the Full Time Equivalent Student (FTES) target by divisions and the identification of impacted access areas in the schedule hampering student completion and success.

13. Solicit input from Instruction Council, Student Services Council, Council of Presidents, Basic Skills Committee, Academic Senate and others as appropriate on areas to research and make recommendations.

**Composition**

Vice President, Instruction (Co-Chair)
Vice President, Student Services
Vice President, Administrative Services (Co-Chair)
Dean, Instruction
Associate Dean, A&R
Dean, Counseling
Associate Dean, UVC (non-credit and community service)
Academic Senate Reps (3) One faculty each from Transfer, CTE and Basic Skills disciplines
Classified Senate Rep
Research Analyst
IT Director (as needed)
Dean, Financial Aid/EOPS (as needed)
Director, Institutional Advancement (as needed)
International Students Specialist (as needed)
DSPS Director (as needed)