February 2, 2022

President’s Office Memorandum

Addressing Our Enrollment Challenges/Formation of an Enrollment Taskforce

Dear Colleagues,

As the interim president, I have become acutely aware of how positions, pay, and our quality of life are linked to stable, predictable enrollments. Our community pays us to enroll, teach, and graduate students. Simply put, the key ingredient to our existence are our students.

The college has several large projects underway, such as the student housing project, where success is closely connected with enrollment improvement. Engaging with area and regional high schools, reaching out to international partners, growing athletics; as you can see there are many, many avenues to consider, explore, and act on in the year ahead. Going forward, we need reliable enrollments, and more diverse funding streams, to ensure NVC is stable far into the future.

To address the college’s enrollment challenges, I have asked Dr. Parker to organize an Enrollment Taskforce, which will be co-chaired by an academic and student affairs dean and include multi-constituent members. The timing is excellent as the California Chancellor’s Office recently announced the Strategic Enrollment Management Program 2022-2023: Supporting the Student Journey. NVC, through Dr. Parker’s taskforce, will apply to participate in this program.

As a part of this application, the Taskforce will identify a SEM initiative that aligns with our Mission, Vision, and Strategic Plan Goals. We have a model to work from based on our 2020 application that focused on strategic scheduling and our Guided Pathways efforts. In addition to an analysis of data and trends, the Taskforce will address the following:

- What are current and emerging community needs?
- What are NVCs enrollment goals for the next 3-5 years?
- What strategies and practices will NVC use to achieve these goals?
- What institutional barriers are hindering student enrollment, retention, and success, and how will we address them?

Most importantly, I have asked Dr. Parker to develop both a preliminary report (in 3-6 months) and a final report (by June 2023) that identifies action steps that can be taken by the college to increase, and stabilize, NVC enrollment for the remainder of the 2020s.

Thus, the taskforce will approach the work as a learning community, with the promise that our learning will quickly be turned into action steps to benefit our current and future students. Thank you for providing input, joining, and supporting actions, to address the college’s enrollment challenges.