

## Enrollment Management is Everyone's Job

Everyone at San Diego City College plays an important role in enrollment management. The grounds team keeps the campus looking beautiful and welcoming. Classified professionals share smiles and customer service for students seeking support in one of our many programs and departments. Faculty make the learning process fun and exciting as our students see themselves in the curriculum. Our supervisors and managers support efforts in instruction, administrative services, and student services. Enrollment management is important. There are many different definitions of enrollment management. The student journey is best supported when the college leverages our physical and financial resources to support enrollment. There are very real financial budget implications around outreach, marketing, scheduling, FTES/FTEF targets, the Student Centered Funding Formula, and a host of other topics are connected to enrollment management. It takes human and financial capital to operate the college. There is no shying away from numbers or the data on student demand.



### Help Grow Engagement

We need your help! City College is devoting up to **\$200,000** to each strategy. Help decide where this money goes.

Register now to attend our campus-wide Enrollment Management Forum where we will be discussing strategies in four main areas:



Breakfast and lunch will be served.

**Students and Classified Professionals** - Register now and be entered into a drawing for one of ten \$100 Visa gift cards! Five (5) students and five (5) classified professionals will be selected.

**Faculty** - Flex credit available (#16365) or ESU

SAN DIEGO CITY COLLEGE | [sdcity.edu](http://sdcity.edu) | **Register Here**  
1313 Park Blvd. San Diego, CA 92101 | | Select which area you want to be a part of: <http://bit.ly/3IBTeM6> |

The landscape of community colleges has changed. Students require a greater degree of flexibility than ever before. The days of “building a schedule and they will come” are long behind us. Students must make a value judgment with their time and financial resources. Decisions around retention, supporting working adults, concurrent enrollment, and expanding Promise require extensive data analysis and ongoing planning. These are our four target areas to strategically rebuild enrollment and retention efforts. There are no quick fixes, or a one size fits all approach to building enrollment after a global pandemic.

Our enrollment data is very clear. Students are interested in short term stackable courses. We can study the productivity for short term classes verses traditional semester long classes. We see the classes students are taking at City compared to our sister colleges. Students want clear paths to completion in the quickest amount of time possible. Many of our students are working adults

and students who already have a bachelor's degree. Our students have lived life and want to access above livable wage careers that require transfer or stackable certificates.

We need enrollment management. I invite everyone to join us on **Friday, March 24, at 8:30am in D-121** for a much-needed discussion about enrollment management. We are dedicating up to \$200,000 for planning and intervention efforts that develop from the forum. We are offering ESUs or flex credit for faculty, \$100 gift cards to five classified

professionals and five students, and breakfast and lunch to everyone who attends. [Click here to register for the Enrollment Management Forum and select one of the four areas to participate in.](#)

We need your involvement and support. I acknowledge that this is the Friday before spring break. There is never a perfect time to have these discussions. We are all so very busy at work supporting our students and many great efforts around social justice. We have very important decisions to make about the future of our college. The college is well below our spring targets at about 73% of our goal. We have never been this low even at the height of the pandemic. We are feeling the effects of the great resignation and nearly 80 new people on campus at every level of the college.

This meeting cannot wait until after spring break. We must put some interventions and strategies in place to address this very real challenge. We have new managers, chairs, and faculty who need to come together to allocate our financial and human resources to plan for fall semester. Just think, other than convocation or commencement, when has the entire campus come together for discussions around enrollment? This has not happened in some time. We have programs and support services, such as cosmetology and other evening/weekend classes, that we must build back to their pre-pandemic levels. We are looking for faculty and classified champions to lead efforts to reengage our students.

We need your help, and we need your support. We want to connect your ideas with the available financial resources so that you see yourself in the efforts to determine how our college looks moving forward. We have work to do, and we need your support and participation to be successful. I hope to see you on March 24.

Ricky Shabazz, Ed.D.