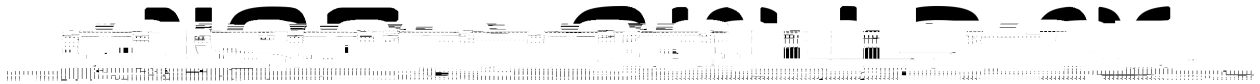
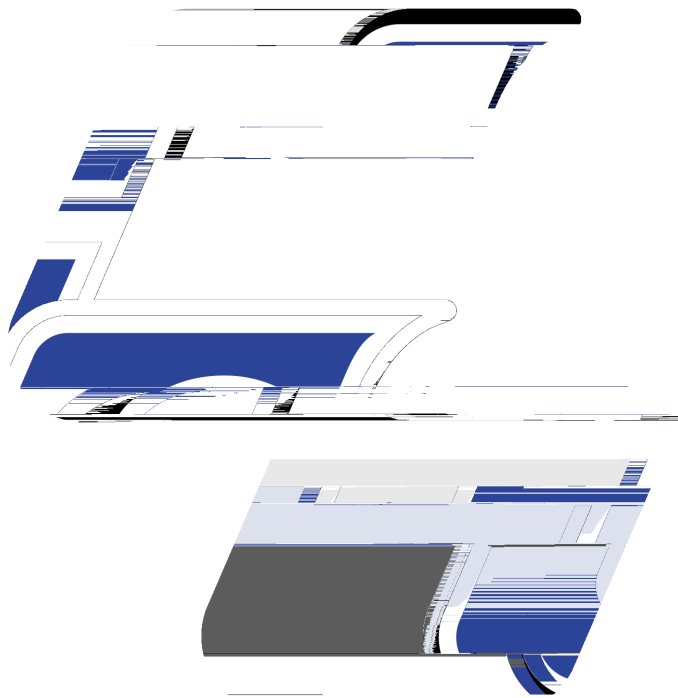


CISCO COLLEGE STRATEGIC ENROLLMENT MANAGEMENT PLAN 2019-21



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2019 -2021 SEM Plan Summary

The Cisco College Strategic Enrollment Management (SEM) Plan establishes clear goals and measurable strategies for sustainable enrollment growth. The College seeks to accomplish student centered strategies and activities that will lead to successful completion of its enrollment goals by implementing and executing this plan. It is the intention that an additional result of this plan will be the development of an improved structure that will facilitate data collection and assessment. The plan will be evaluated each year to address changing student enrollment patterns, as well as the current and future employment and educational needs of the region, and for this reason the plan has been designed as a flexible and dynamic document. The evaluation of the plan may result in a redefinition of the enrollment goals and strategies, helping the College community consistently address enrollment needs.

2019-2021 Strategic Enrollment Plan

Goal 1. Maintain Recruiting Efforts

Strategies:

1.1 Strengthen connections with key constituents:

- High Schools
- Businesses and industries
- Cultural organizations

1.2 Continue to improve use of technology to track prospective student status through the following:

- Point of prospect
- Inquiry
- Application
- Testing
- Registration

1.3 Identify hidden prospects

- Generate prospects through dual credit partnerships (mail out Achievement Scholarship certificates to Abilene, Cooper, and Wylie High School students)
- Generate prospects from FAFSA / ISIR data
- Generate prospects from registration no-shows
- Generate prospects from list of stop-outs

1.4 Generate prospects from FFA and UIL events on campus

1.5 FAFSA nights/workshops

Goal 2. Set Sustainable Enrollment Growth Targets

Strategies:

2.1 Identify enrollment trends by student cohort groups; including:

- Athletes
- Non-traditional students
- Commuters, etc.
- Other target groups

2.2 Enrollment Targets 2019-2021

- For Fall 2019 focus on 2% increase (66 students) in total enrollment (from 3,374 to 3,440 = +2% increase)
- For Fall 2020 focus on 2% increase (60 students) in total enrollment (from 3,440 to 3,500 = +2% increase)
- For Fall 2021 focus on 2% increase (60 students) in total enrollment (from 3,500 to 3,560 = +2% increase)

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2.3 Monitor achievement of numeric enrollment / student retention



Enrollment Data

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Data Source: Enrollment Services

– 2% growth in enrollment Fall 2016 to Fall 2018

– 7.9% **decline** in enrollment Fall 2016 to Fall 2018

_____ – 16.9% growth in enrollment Fall 2016 to Fall 2018 (_____)

_____ – 28.5% growth in enrollment Fall 2016 to Fall 2018 (_____)

_____ – 4.1% growth in enrollment Fall 2016 to Fall 2018

_____ – 4.3% SCH growth Fall 2016 to Fall 2018

_____ – 5.1% contact hour growth 2016 to Fall 2018

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2019

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Fall 2019 Enrollment Projection 2% Annual Growth Model

Fall 2020 Enrollment Projection 2% Annual Model

Campus	Enrollment	Total Enrollment	% increase from previous fall term
Cisco	523	3,488	+1.5%
Abilene	1,465		
Dual Credit	1,046		
Online	453		

Fall 2021 Enrollment Projection 2% Annual Growth Model ef* P KICID 55D 55D335. 11.04 Tf1

Campus	Enrollment	Total Enrollment	% increase from previous fall term
Cisco	532	3,550	+1.8%
Abilene	1,491		
Dual Credit	1,065		
Online	461		

CISCO COLLEGE STRATEGIC ENROLLMENT MANAGEMENT PLAN 2019-21

