



El Camino College Enrollment Management Plan 2016-2019

The Purpose

The purpose of this plan is to create a responsive, flexible, educationally sound, research-based approach to enrollment management that embraces the college mission to make a positive difference in people's lives.

In order to fulfill the college mission and make progress toward our vision, El Camino College will focus on improvements on the following Strategic Initiatives:

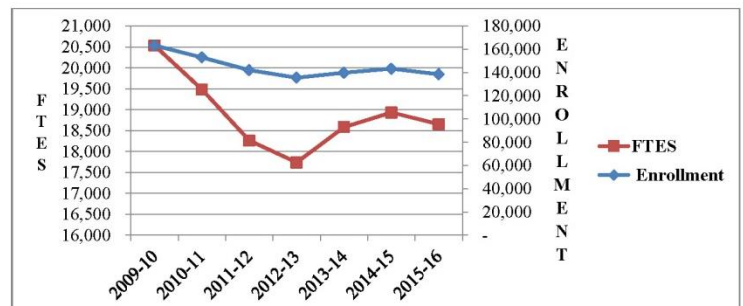
- Student Learning
- Student Success & Support
- Collaboration
- Community Responsiveness
- Institutional Effectiveness
- Modernization

The Goals

- I. Increase campus-wide enrollment by nearly 1600 FTES in three years to meet 19,539 FTES goal in 2018-19
- II. Increase student retention and persistence rates. ECC's three-term persistence rate goal for 2019-2020 is 72.1%. The student retention goal is 85%.

The Problem

Enrollment at El Camino College has declined dramatically. The estimates as of April 2016 have the college moving 1,596 FTES (*Full Time Equivalent Students*) forward from summer in order to reach the fully funded growth FTES of 19,539.



The Solution

- Increase off-campus assessment testing of students
- Increase the number of students enrolling from all feeder high schools
- Expand dual enrollment pathways with in-district high schools
- Strategically design online offerings to increase access/options
- Expand partnerships with business to offer degree options for employees
- Design adult education pathways with adult education consortium
- Expand the South Bay promise
- Increase concurrent enrollment 10% in each of next three years
- Offer an evening/weekend program for adult and re-entry students
- Implement winter intersession in January 2017
- Analyze and improve student experience and redesign of process using completion by design
- Application of RP Group Student Support (Re)defined Concepts
- Adopt best practices for student engagement

How You Can Help

Enrollment management is everyone's responsibility. Both faculty and classified staff play a critical role in every interaction they have with students and the community.

For more detailed information, visit: <http://www.elcamino.edu/administration/vpaa/>