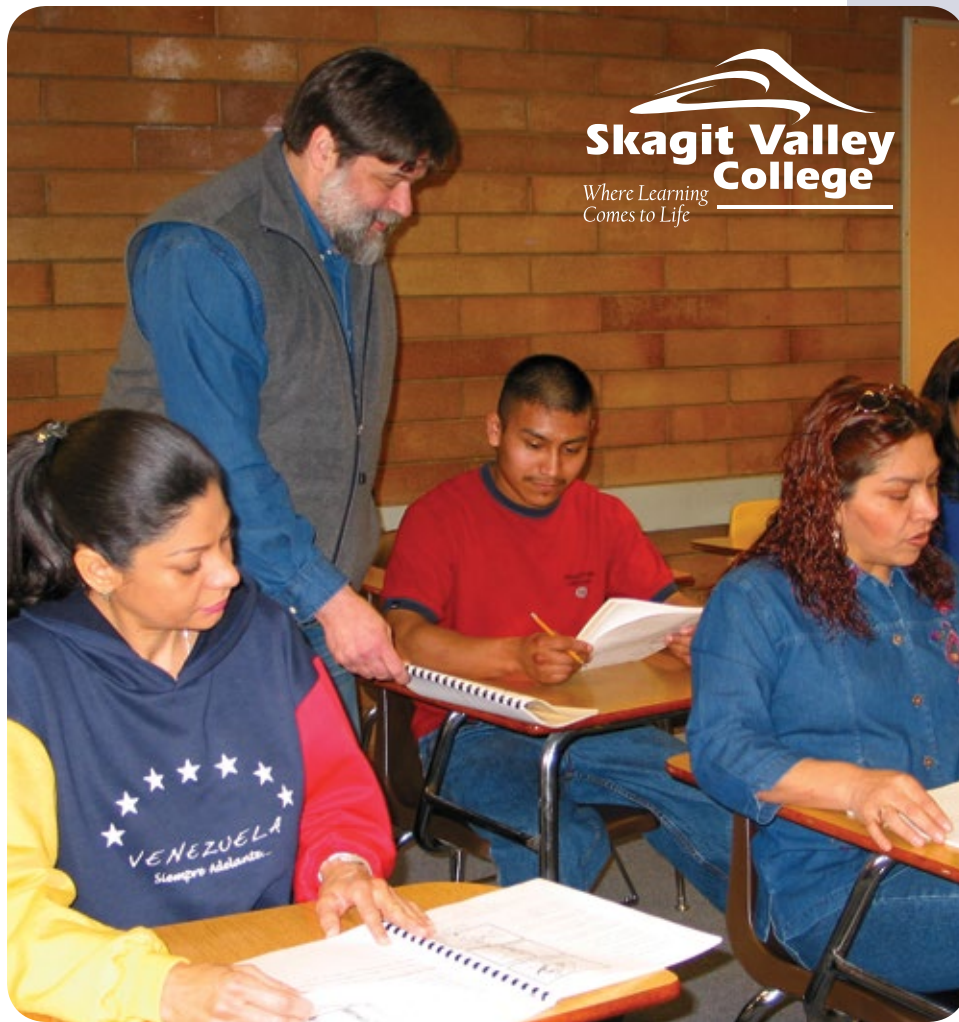


More than a college,
it's a community

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2013-2016 Strategic Enrollment Management Plan



Mission

Skagit Valley College provides opportunities for students in pursuit of their educational and employment goals, while contributing to the economic and cultural enrichment of our communities.

Strategic Enrollment Management Plan

The primary goal of strategic management efforts at Skagit Valley College is to meet or exceed enrollment targets for all student populations.

The College's mission, vision, guiding principles, core themes and strategic priorities guide this effort. The effort includes the following components: Research, Marketing, Recruitment, Instructional Programming, and Student Progression and Completion.

Enrollment Management Strategies

1. Develop programs and services to attract and retain Latino students.
2. Increase offerings and college transition programs for ABE/ESL students.
3. Increase the fall-to-fall retention of degree-seeking students from 47% to 55%.
4. Increase recruitment of in-district K-12 students, with a focus on students who do not see themselves as college-bound.
5. Align educational programs with regional and state economic development strategies.
6. Develop programs to attract and retain active duty personnel, veterans, and their dependents.
7. Investigate the potential for programs and services that will attract and retain students who are working and/or caring for dependents.
8. Investigate the development of credit-bearing programs and associated support services to attract and retain the 50+ population.
9. Investigate opportunities to serve the educational needs of the local tribal communities.

Strategic Enrollment Management Assumptions

- The external environment is changing. Unless the College does something different in terms of instructional programming, marketing, recruitment, progression and completion, it will struggle to meet enrollment targets.
- A healthy institution requires a College-wide commitment, understanding and implementation of Strategic Enrollment Management.
- Research and evidence must inform the development and implementation of enrollment management strategies.
- Cost-benefit analysis is a determinant when developing enrollment management strategies.
- High quality programs, instruction and services are compatible with Strategic Enrollment Management. Such programs attract and retain students.